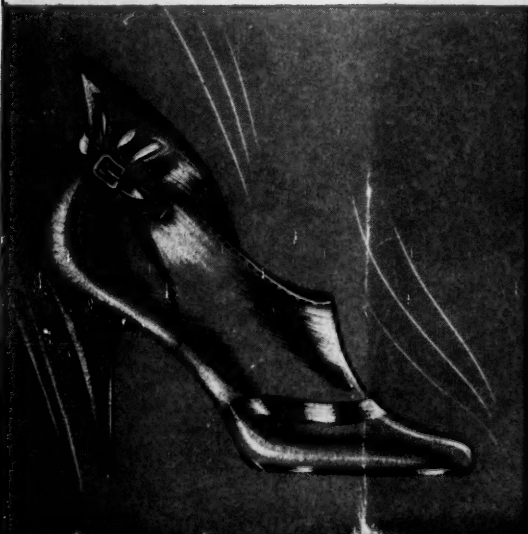
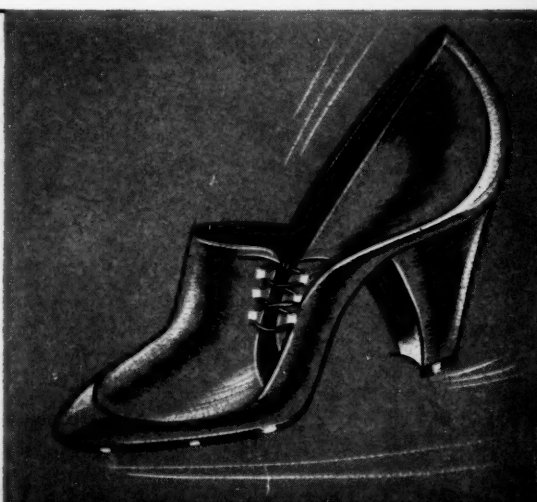


*The Magazine for Executives*

MAY 2, 1953

# WINTER FOOTWEAR— Missing Link in the Fashion Cycle



These are the features that sell more shoes!

**LONGER WEAR**

... especially designed for real-rugged wear!

**LIGHT-WEIGHT**

... looks massive, yet walks light!

**HOLDS ITS SHAPE**

... will not break or run over!

**WATERPROOF**

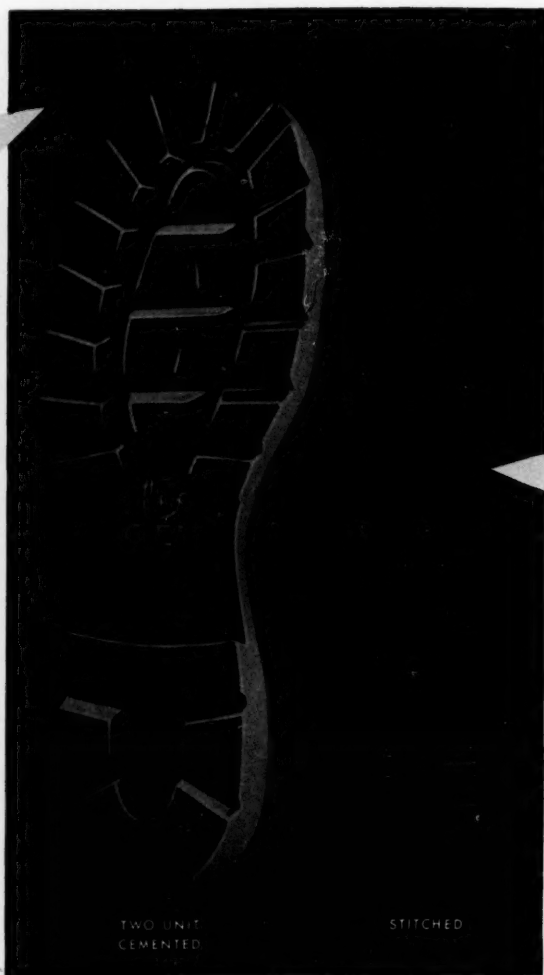
... raised soles also prevent uppers from getting wet!

**SURE-GRIPPING**

... won't slip or slide, is ideal for play shoes

**NON-MARKING**

... won't mark up polished floors!



you get them on shoes with soles of

**AVON Du-FLEX**  
**CLEAT**

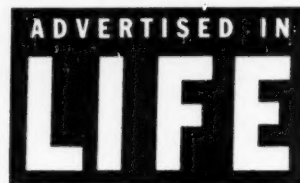
the rugged, resilient sole for the entire family

not on all shoes...

Mr. Manufacturer:  
CLEAT is made of Avon's famous Du-Flex GRISTLE. It is available in 2 styles; two-unit soles for cementing, single sole with flange for stitching. Add the prestige of this nationally advertised sole to the shoes you make. Use its famous features to sell more shoes for you!

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AVON • MASSACHUSETTS

just the best ones



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The Ortho-tread gives arch support—the rugged design is non-slip. Boys' sizes 1, 2, 3, 4, 5. Men's sizes 6, 7, 8, 9, 10, 11. Color—brown.

Just another example of the many quality shoe products made by B. F. Goodrich for the manufacture and repair of shoes. Catalog or additional information supplied on request.

The B. F. Goodrich Company  
Shoe Products Division, Dept. SP-20  
Akron, Ohio

Please send additional information on moccasin soles ☐

Have your representative call on me with profit tips ☐

Send complete catalog ☐

Name

Address

City  Zone  State

## Letters to L & S

### More Voices

Sirs:

We read with considerable interest your March 28th editorial, "Let The Voices Be Heard," and are prompted to write you offering our profound thanks that finally an effective basic idea has been promulgated in which all segments of the industry can easily participate—and at no great expense.

We know from our own experience that merchants and ultimate consumers alike are willing to listen and be guided accordingly if factual evidence is forwarded as to why leather is better. Just saying so won't turn the trick, but reasonable explanations can often do the job.

We, for one, would be more than delighted to participate in such a program, locally, assuming that a format for the presentation were made available to us.

M. E. Bosca  
President

Hugo Bosca Co., Inc.  
Springfield, Ohio

### Small Packers

Sirs:

We all can take a step forward with a policy whereby small packers would be required to pay for careless scoring or cutting of the hides or skins, as well as for other damages. To accomplish this, tanners would have to insist on buying all small packer hides and skins on a selective basis, with proper allowance for Number Twos, 1c per pound less on hides, and 10 percent less on kips and calfskins.

Owners of packing plants, or their foremen, would watch the takeoff more carefully to avoid the deductions that would be imposed upon them by improper or careless handling. They would thereby earn and be entitled to higher prices for their products.

Another important reason why buying on a selective basis should be insisted on is that receivers who are sent to take delivery of small packer hides and skins would have to select each one of these for Number Twos, instead of going through them like a lot of country hides and paying little attention to cuts, scores and holes, because they were bought flat for Ones and Twos. A good percentage of small packers are selling their hides and skins on a selected basis. Those who are not aren't doing themselves or the tanners any good.

Jules Star

Jules Star & Co., Inc.  
New York City

# LEATHER AND SHOES

The Magazine for Executives

Vol. 125 May 2, 1953 No. 18

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LEATHER and SHOES, The Magazine for Executives, published weekly by The Rumpf Publishing Co., 300 West Adams St., Chicago 6, Ill.

Cable address: HIDELEATH. Subscription price: United States, \$5.00; Canada, \$6.00; Foreign, \$7.00. Single copies, 15c; back copies, 30c. Entered as second class matter Jan. 19, 1948, at Chicago, Ill., under Act of March 3, 1879. Additional entry at Boston.



MEMBER: Audit Bureau of Circulations

LEATHER and SHOES

## Coming Events

May 3-7, 1953—Popular Price Shoe Show of America showing of footwear for Fall and Winter 1953. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

May 10-13, 1953—Parker House Shoe Show. Sponsored by Boston Shoe Travelers Association and Parker House Show Committee. Parker House, Boston.

May 25, 1953—Joint Meeting, Metropolitan New York Region of National Hide Association and National Association of Importers and Exporters of Hides and Skins. Hotel New Yorker.

June 7-10, 1953—Annual Convention of American Leather Chemists' Association. Netherland-Plaza Hotel, Cincinnati, O.

June 13-15, 1953—Shoe Service Industry Trade Exposition. Sponsored by Shoe Service Institute of America, in conjunction with its 48th Annual Convention. Hotel Sherman, Chicago.

June 15-16, 1953—Annual Spring Meeting of National Hide Association. Shamrock Hotel, Houston, Texas.

Aug. 2-6, 1953—National Luggage and Leather Goods Show. Sponsored by Luggage and Leather Goods Manufacturers of America, Inc. Hotel New Yorker, New York City.

August 17-19, 1953—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York City.

August 18-19, 1953—Showing of American Leathers for Spring and Summer, 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Sept. 6-11, 1953—Annual Meeting, International Union of Leather Chemists Societies. Barcelona, Spain.

October 11-14, 1953—Canadian Shoe & Leather Convention and Shoe Fair. Sponsored by shoe manufacturers, shoe suppliers and tanners. Mount Royal Hotel, Montreal.

Oct. 21, 1953—Annual Fall Meeting, National Hide Association. Edgewater Beach Hotel, Chicago, Ill.

October 22-23, 1953—Annual Fall Meeting of Tanners' Council of America, Edgewater Beach Hotel, Chicago.

Oct. 26-29, 1953—National Shoe Fair, sponsored jointly by National Shoe Manufacturers Association and National Shoe Retailers Association at the Palmer House and other Chicago hotels.

May 2, 1953



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**NEW PAD BOXES** take full runs of sizes and widths — can be angled to aid operator.

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For further information call the nearest United Branch Office.

**UNITED SHOE MACHINERY  
CORPORATION**  
BOSTON, MASSACHUSETTS



*Shoes needn't remain a three-season business. Winter, a fourth season, can bring greatly increased sales volume with a fresh theme—*

## COLD-WEATHER FOOTWEAR FASHIONS

**A** HEALTHY, virgin market awaits shoe business. It's a market which, if properly developed, can give a wholesome boost to production, sales and per capita consumption on a permanent basis. It is the market for winter footwear—the opening up of a fourth season in shoe fashions. We've gone into details about this in our cover feature story of this issue.

First, let's make ourselves clear on this point of "cold-weather footwear fashions." In creating the shoes for this winter season we are positive about one point: such shoes, while being a distinct departure in design from shoes of any other season, must stress the elements of high fashion and elegance. The fourth season, winter, is not intended to be a market for "sturdy" and heavy types of shoes—for utility footwear designed primarily to keep the feet warm and to slosh around in snow and slush.

### Style Not Utility

Cold-weather footwear, as we are setting it up here, is strictly a fashion item, to attract customers on the basis of style and not utility.

Some very fine opportunities exist here to open a new market, to create a fourth season that will sell a special type of footwear as we sell shoes specifically for fall, summer and spring. But we have been missing this particular opportunity. In women's shoes we sell fall shoes worn through winter, as though there was no distinction between these two seasons. Yet, fashion-wise, we see women's winter clothing styles change sharply from those worn in the fall. We see the full-length fur coat, the fur jacket, the wool overcoat, the heavier dress, the winter accessories.

But shoes? Fall and spring shoes are worn in winter, despite the distinct change in clothing costumes. It has been due to a failure on the part

of the shoe industry to promote a winter-footwear season to conform to winter clothing fashions. However, this failure or shortcoming can be converted to an asset, to a fresh selling program.

How? First, by the creation of a clear-cut line of shoes that are unlike spring, fall or summer shoes, yet with a styling adapted to winter clothing and accessories fashions.

These shoes can be light in appearance and actual weight, elegant and smart. Obviously, while such shoes are a departure from fall or spring styles and become a fashion entity by themselves, there can be a compromise and conformity with the consumer demand for light-looking shoes.

### Strong Promotion Needed

Second, such shoes must receive strong promotional backing, driving home the idea of a fourth footwear season. Because the idea is fresh and has dramatic appeal, all sources of fashion publicity will be naturally attracted to its possibilities.

Is such an idea, a product, practical? Without question. Recall that it was only about 20 years ago that a genuine summer shoe season was opened. We used to sell whites in May and June, and the summer shoe season was about washed up. White was it, and just about nothing else.

But along came multicolors and pastels and a whole array of fresh designs fashioned strictly for summer wear. Casuals took hold, and before long summer blossomed into a greatly extended footwear season, a full-fledged season. This isn't theory. Look at the unbiased figures.

For example, prior to 1935, women's per capita shoe consumption ranged around three pairs per year. It was about this time that summer footwear (a gradual break away from the

monotonous autonomy of whites) began to take hold. Almost overnight (within two years) women's per capita consumption jumped to three and a half pairs. Today it stands consistently around three and three-quarters pairs.

Certainly the introduction and mass acceptance of women's summer footwear played an important role in raising per capita shoe consumption sharply.

It should seem obvious that an equally successful promotion of a fourth season with cold-weather footwear fashions could have an equally productive effect.

The increase of three-fourths of a pair of women's shoes per capita annually has made a sale difference of some 50,000,000 pairs of shoes a year. At factory level prices this accounts for an additional \$150,000,000 a year, and perhaps around \$250,000,000 at the retail level. Why can't much the same be accomplished by opening the fourth shoe season?

### Winter—Lull Season

Except for high hosiery and slipper sales in December, shoe store sales from about mid-November to late February, the winter season, are consistently low. It is a lull season.

Likewise, women's shoe production reaches its lowest ebb in October, November and December.

These lull periods could be given a real boost with the introduction and successful promotion of a new field of footwear. Women's fashion tastes conform to a given season. We have offered nothing distinctly fitting in footwear for the winter season. There is every good reason why this negative can be converted profitably to a positive.

**Reprints** at nominal costs: Up to 100, 10c each; 200-500, 5c each; 1000-3000, 2½c each; 5000 or over, 1½c each.

# **DREW**

# *Synthetic Neatsfoot*

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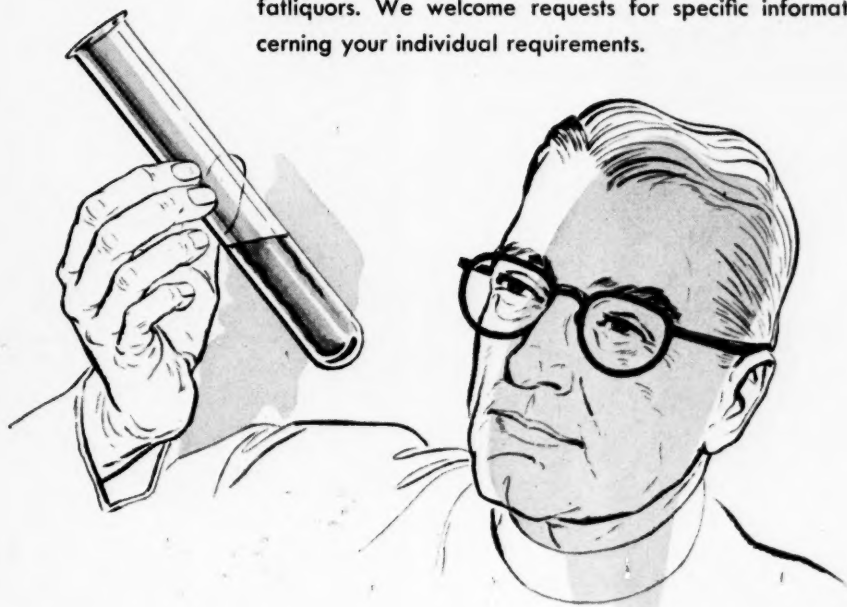
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15 East 26th St., New York 10, N. Y.

BOSTON

PHILADELPHIA

CHICAGO



# WINTER FOOTWEAR —

## Missing Link in the Fashion Cycle

Every fresh idea or daring innovation is always challenged by the question: Is it practical? This challenge has faced every conceivable field. In shoe business they once asked the same question of low-cut shoes, wedge heels, open toes, platforms, and countless other innovations in their time.

And now we're tossing another idea into the ring: cold-weather

**T**HEME song for the shoe industry over the years has been "I've got dem cold weather blues." This is being sung by every segment of the industry from top management down to packing clerk in the factories, and from top management right down to stock clerk in the retail stores.

Reason for the blues is evident in a glance at the vital statistics of the industry. Months which would normally be devoted to winter footwear, were there such a thing, are the lowest production months. Months which would normally be devoted to selling winter footwear, were there such a thing, are the lowest sales months (with the exception of the

slipper business done prior to Christmas).

Today, we have what approximates three fairly strong seasons in women's footwear. The two strongest are spring and fall. Back around 1935, a third was added—summer. The logical solution to the cold-weather doldrums is to add the fourth season to shoes—winter.

Is seasonal footwear for winter — the so-called cold-weather footwear fashions—a practical idea? Can it open a new market in women's shoes, increase volume sales and per capita shoe consumption?

(Continued on Page 10)

**COVER DESIGNS.** Top left, sleek shoe with two-color possibilities; note slashed front strapped over by strap extending from quarter through side slats, by Fred Kahn, N. Y. Top right, mudguard extending down from quarter; note smart side lacing for good fit and airiness, by Famolare, Boston. Lower left, another design by Fred Kahn showing a high, gracefully pleated back caught by smart back strap, side-buckled. Lower right, Famolare designs a style with luxurious fur sabot strap, buckled at side.

A. Smart, high collar can be turned down for indoor wear, re-adjusted with dainty tie.

B. Mudguard style with looped button arrangement at side for good adjustment.

C. Another indoor-outdoor style with tongue extension turned down over vamp for indoor wear, instep tie readjusted.

D. Note intricate heel treatment in this smart back design for winter, with side piece extending into quarter and down rim of heel.

E. Side of shoe extends into and around quarter, then buttons on side.

F. Piping or leather binding outlines the three-tiered effect of this chic winter quarter.

G. Pretty bow accents side dip opening on this high instep style.

H. Pleats over instep end in graceful flare at side of shoe with peaked back line.

I. Sophisticated pleating accents smooth lines of this winter shoe.

J. Soft draping around back and high up instep add graceful note to this opened up tye.

K. Feminine ruffle highlights this graceful closed-up style.

L. Halter-effect achieved in this unusual design featuring side and back airiness.

M. Tiny scallops outline this style with low outside and high inside detailing. Note strip arrangement.



footwear fashions. We're a three-season business. Here we're suggesting the opening up of a fourth season, winter, and an entirely fresh line of footwear to fit the season. Is it practical? We talked with dozens of people in all branches of the industry. The consensus? "Y'know — something like this *could* take hold and open a whole new territory."

Well, read it and think it over.



D



E



F

By  
United  
Shoe  
Pattern

Boston



H



G



L



We have an excellent analogy in summer footwear fashions. Prior to 1935 there were actually only two full-scale shoes seasons: spring and fall. The summer "season" consisted of a few short weeks in May and June when whites or combination black-white, brown-white spectators were sold. Then the summer season fell on its face.

### Summer Boom

Up to 1935, per capita consumption of women's shoes averaged slightly below three pairs annually. Then in 1935 came a sudden change in summer shoes—multicolors, pastels, and a variety of changes away from the conventional whites. This continued to increase with each year. With the advent of Californias, summer-type shoes blossomed in the casual field.

Since 1935 there has been a steady increase in per capita consumption of women's shoes until today it stands at around three and three-fourths pairs. Today we are producing about 85 million more pairs of women's shoes than in 1935. While our adult female population from 1935 to the present has increased only about 18 percent, our women's shoe output has increased 60 percent. At retail level, this has resulted in a dollar volume increase of around \$400 million a year.

It's no coincidence that the sudden rise in per capita consumption plus increased unit and dollar volume was virtually synonymous with the introduction of a greater variety of summer-type footwear which actually created the third shoe season.

The parallel seems obvious. If by the creation of new types and designs of shoes adaptable to a specific sea-

son (summer in this case) can give a sharp boost to sales, why can't the same apply to all seasons? The "missing" season in shoes today is winter. This poses a wonderful opportunity for creating a new type of footwear fashion designed to fit into the style demands of this season.

The shoe industry has always been plagued by peaks and valleys, whether it applies to production at the factory level or to sales at the retail level.

The lowest factory production period for women's shoes is October-November-December. This is generally the period when there is no making of fall, spring or summer shoes except in relative smatterings. It is simply a seasonal lull in women's fashion footwear.

If the fourth season—winter—were opened and developed by virtue of a new fashion classification of women's shoes, production output during these three months might show a steady rise. There might be a real leveling off of the peak-and-valley problem in this period.

The same applies to the retail level, wherein December, January and February represent a low ebb in women's shoe fashion sales. And inevitably, of course, because shoe stores have not had a classification of fashion footwear which appeals to the special style demands of the winter season. Fall and spring shoes are carried over into winter. Shoe-stylewise, winter is an orphan season awaiting adoption.

### Create New Fashion

Dame Fashion was instrumental in the addition of the third season. And by the same token, Dame Fashion would be the one to pave the way to a fourth season.

This has been done with some success in England and the Continent. These countries took the boot-type shoe, invented the fashion word "bootee" and went from there to create an elegant, feminine, sleek-looking true winter fashion.

Winter fashion in shoes could no longer be confused with fall styles or early spring styles. This became a distinct fashion in itself, designed solely to meet the need of cold, winter weather.

In America, we have nothing that even remotely approaches a cold-weather fashion in dress shoes. In the past couple of seasons, however, cold-weather fashions have made inroads into the casual field in the form of flat, fleece-lined, pixie-type, ankle-high boots. The outstanding success these shoes have achieved has certainly given a boost to casual footwear sales throughout the winter months. It has also meant that those manufacturers who have included this type shoe in their lines have partially solved their low production problems in the early winter months.

### Winter Means Radical Change

The question now arises, just what would be a good winter shoe fashion for America. The stress in women's shoes is on light, soft, airy footwear—regardless of season. Based on this fact, it would seem illogical that a true winter shoe could be introduced. Because of the very nature of the season it is aimed at, it would have to be heavier looking, more closed-up than what present fashion dictates.

However, this is not the case at all. First of all, consider any fashion change or revolution of the fashion cycle from one type of styling to another. Whenever something new is introduced (or re-introduced as is more often the case) it has the appeal of fashion because it is new. It is different. It satisfies the dynamic feeling of fashion.

Whenever a new fashion is introduced then, there is always a change, sometimes radical, from present a-la-mode items. The factors involved in making it click are these:

First of all, the new look or new fashion must be timed right, that is each individual item must be keyed to the natural evolution of the entire feeling of fashion.

Secondly, it must be logical, practical—have a sound basis or reason for its being.

Thirdly, it must be promoted, must be publicized, in order that the public be acquainted with it, understand it—thereby want it.

(Concluded on Page 36)

### Peaks and Valleys of Shoe Production, 1949

(1950 and 1951 excluded because "abnormal" years)

	Production Aver. Month Equals 100	Production Workers	Average Weekly Hours
January .....	97	232.3	36.9
February .....	98	234.5	37.3
March .....	118	234.4	37.2
April .....	99	227.8	35.1
May .....	92	215.7	34.0
June .....	102	222.5	36.0
July .....	87	226.3	36.8
August .....	119	234.2	36.7
September .....	109	230.2	36.0
October .....	101	224.3	35.1
November .....	88	208.0	33.3
December .....	90	223.7	36.2



Like all Celastic Box Toes, the one shown in this un-retouched "cutaway" photo has served its owner well. He is Mr. Paul E. Fudge, of Nashville, Tennessee. Occupation: tele-

phone linesman. Mr. Fudge states: "My shoes have to take a lot of punishment and with these I never experienced any toe discomfort due to loose linings."



## It's a Rugged Job BUT "CELASTIC" BOX TOES ASSURE TOE COMFORT

The wearer may not know his box toes are "Celastic" nor even that he has box toes in his shoes, but he does recognize toe comfort and pleasant toe freedom without wrinkled toe linings.

"Celastic" is designed not only for rough usage, but for every day comfort in shoes of many styles... men's, women's and children's. "Celastic" duplicates the contours of the toe of the last and forms a structural shape over the toes. Because of this "Celastic" is a measure of *quality protection* for the designer and manufacturer... a feature that builds customer loyalty for the retailer. It assures proper preservation of toe style *and* toe comfort, in play shoes, in street shoes... and in work shoes.



\*Celastic is a registered trademark of the Celastic Corp.

**UNITED SHOE MACHINERY CORPORATION**  
BOSTON, MASSACHUSETTS



# PRICE RIDDLE PLAGUES SHOE MEN

## ADVANCING MARKET MAY FORCE INCREASES

### *Popular Price Show May Provide Answers*

New increases on the nation's hide and skin markets with consequent advances in finished leather prices this week brought shoe manufacturers face to face with a pricing problem they have been trying to avoid for weeks.

Hides advances averaging one cent coupled with last week's one to one and one-half cent increases forced tanners to raise their lists in covering replacement costs. Average increases reported on finished leathers were from two to four cents. Calf tanners were reported to have withdrawn their lists entirely with sales now on an individual basis, generally four to five cents above recent lows.

The new strength of rawstock and leather markets brought a rush of leather buyers, seeking to cover their immediate needs before tanners upped their own lists. A few were able to get in under the line but the majority found themselves faced with higher prices.

Result was shoe manufacturers, particularly the volume trade, found themselves up against a situation they had sincerely hoped to avoid—the necessity of increasing factory prices on their fall lines.

### **Await Announcements**

Although the expected wave of price increase announcements had not materialized late this week, trade observers said the wraps would probably be removed at the forthcoming Popular Price Shoe Show, May 3-7, in New York City.

During the week, J. F. McElwain Co. announced a factory price boost of 25 cents per pair although it claimed this simply brought prices back to previous levels before the last reductions. The boost was expected to increase McElwain's retail levels about 50 cents per pair.

Manufacturers questioned during the week said they were unable to state definitely what would happen to their prices although many were reported altering their lists. The sudden bullishness of hide and leather markets, so close upon the PPSSA, left them little time to refigure their prices. At that, there was no assurance that the markets would stabilize at current levels.

One thing appeared certain. Shoe manufacturers must now move in the direction of higher prices at a time when several other commodity markets were on the downgrade. Few were able or willing to predict consumer buying reaction to new increases.

## **Franklin Tannery Workers Vote On Union**

The National Labor Relations Board has ordered another election among tannery workers for or against representation by the International Fur and Leather Workers Union.

Involved are production and maintenance workers of the Franklin Tanning Co., Curwensville, Pa.

As in a decision a few weeks ago affecting United Tanners, Inc., Dover, N. H., the board said a prerequisite to the election is that District Council three of the union file a non-Communist affidavit with the board. A two week deadline was given.

The Franklin tannery is a subsidiary of Howes Leather Co. of Boston, leading sole and side leather tanner.

District three officials had claimed that this branch of International Fur and Leather Workers was not a labor organization. The National Labor Relations Board disallowed this claim and ruled the District must comply with all requirements of the National Labor Relations Act.

Evidence presented at a NLRB hearing on July 28, 1952 by Morgan, Brown & Kearns, Boston labor relations attorneys representing Howes, was influential in the Board's final decision.

Attorney General Herbert Brownell turns out to know shoes.

In an address he mentioned that "my sartorial idiosyncrasies" put him on the front page of the newspapers a few weeks ago.

"The left shoe was a nifty little scotch grain with a perforated welt all around," he said. "The right shoe was a well-burnished saddle leather without perforations. For some reason this pair of shoes was deemed singular. Actually, I couldn't see what was so unique, because I had another pair like it at home."

Joke or not, the Attorney General seems to know his welts and leathers.

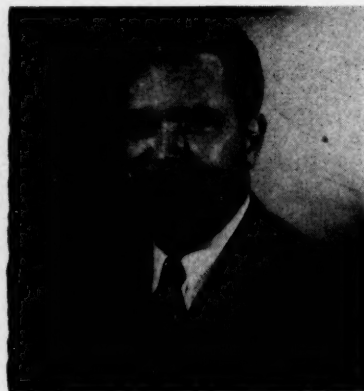
## **PATENT LEADS FOR CHILDREN'S FALL SHOES**

Nothing will displace Patent as the number one shoe for dress wear. All-over suede, combinations of suede and smooth or suede and prints are seen coming in a little stronger than last year.

This is the opinion of William Waddell, chairman of the Children's Style Committee for the Popular Price Shoe Showing of fall 1953 styles.

**Colors:** For dressy types—Black patent, black suede, navy suede, red smooth.

For utility or school types—Brown with red tones, red smooth, brown suede and smooth combinations, all-over suede in brown and blue.



**William Waddell**

Foam will continue as strong selling factor in school and utility types. Colored foam soles to match saddles are new in the children's field. These promise to have good acceptance.

**Treatments:** Appliqued bows, delicate nylon vamp treatments, contrasting stitching to bring out pattern effects, lacing, braid.

New scuff tip treatments with U-wing or bumper tip gaining importance. These treatments have a newer look than the old shield tip type.

Split strap treatments with one-buckle fastening will be very good, however, the 2-strap is still a basic for better fitting.

The shell base with 1-strap still popular.

Mudguards—good when used in combinations with smooth, prints or patent.

Detachable Kilties—on strap or oxford bases should have good acceptance. These "2-way" shoes may be worn with or without the kiltie.



## CONFERENCE DRAWS TOP MANAGEMENT

### Record Number Of Delegates And Exhibitors

Several hundred top-level shoe factory management men attended the fifth Factory Management Conference in Cincinnati, April 26-28, to make it the largest and most impressive of these meetings to date. This "school for management officials," which has rapidly become the foremost technological program in the shoe industry, consisted of a solidly-packed program over the entire three-day session.

Over 80 different exhibitors of shoe factory supplies and equipment presented an impressive array of products. Dozens of new products—from bobbins to heavy machinery—were on exhibit. It is understood that many more exhibitors were on a waiting list, unable to obtain space in the display areas, of which every foot of space is presently occupied.

Exhibitors again reported "the best selling and buying interest show to be found anywhere in the industry." High order-taking activity was reported by the majority of exhibitors, particularly those showing new products for the first time.

An impressive list of top-level industry names was on hand: names such as Byron Gray, Henry Boyd, Jr., Nathan Stix, Fred Weber, Weir Stewart, Charles Jones, Hy Levy, Gordon Carson, Charles and Samuel Slosberg, and many others. It was estimated that somewhere around 78 percent of the total shoe production of the industry was represented by the factory cross-section at the Conference.

## 5% PAY HIKE FOR NEW ENGLAND PLANTS

Negotiations have been nearly completed for a five percent general increase in all New Hampshire and Maine shoe factories which have contracts with the United Shoe Workers of America, CIO, George Fecteau, territorial director of the USWA, in Manchester, N. H., reports.

Pay boost request was submitted to the factories in Jan. under a wage re-opening clause in their USWA contracts.

Fecteau said the wage increase is still in process of negotiation at the Shortell Shoe Co. in Manchester and the Rondeau Shoe Co. in Farmington.

Pay hikes have been negotiated recently at the International Shoe Co. plants in Nashua, Manchester, New-

port and Claremont, Beckwith Box Toe Manufacturing Co. and Shevnell Counter Co. in Dover, and State Die Co., Manchester Die Co. and Swanson Die Co., all of Manchester.

Employees of the following factories received a general five percent increase on gross wages retroactive to Feb. 23, 1953: Selby Shoe Co., Fleisher Shoe Co., Salvage Shoe Co., Sibulkin Shoe Co., Evangeline Shoe Co., Johnson Shoe Co. and Manchester Wood Heel Co., all of Manchester. Bourque Shoe Co. of Raymond, Hubbard Shoe Co. of Rochester and East Rochester, Somersworth Shoe Co., Dover Shoe Co. and Somersworth Wood Heel Co., all of Somersworth.

Lunder Shoe Co. of Dover, Sam Smith Shoe Corp. of Newmarket, Chelmsford Shoe Co. of Derry, Universal Shoe Co. and Allied Shoe Co. of Sanford, Me., and Minot Wood Heel Co. of Auburn, Me.

## DR. E. R. THEIS, NOTED CHEMIST

### DIES AT AGE 57

News of the death of Dr. Edwin R. Theis, one of the world's leading tanning research chemists, this week came as a shock to the leather industry. Dr. Theis died suddenly early Saturday morning, April 25, at St. Luke's Hospital in Bethlehem, Pa. He was 57.



A leader in leather research for several decades, Theis was research professor of biochemistry and director of the Lehigh University division of Leather Technology.

A native of Newport, Ky., he graduated from the University of Cincinnati College of Engineering in 1921

## BROWN BUYS ONE, SEEKS ANOTHER

Purchase of Kaut, Lauman & Wintter Shoe Co., Dixon, Mo., shoe manufacturer, by Brown Shoe Co. of St. Louis, has been confirmed by Clark R. Gamble, president of the latter firm.

The Dixon firm manufactures children's shoes as well as women's, misses', children's and infants' cemented dress shoes. William Kaut, Jr., is president and sales manager.

Brown is also negotiating for purchase of O'Donnell Shoe Corp., of Humboldt, Tenn., another children's shoe manufacturer, according to Gamble. O'Donnell uses the trade mark "Prop-Bilt."

Gamble said all Brown's Buster Brown factories are now operating on a six-day weekly basis. Purchase of the Kaut factories will provide an additional 8,000 pairs per day.

and was awarded the Hochstetter prize for the best graduating thesis. He received his Ph.D. from the University in 1926. From 1921-1927 he was a research associate at the Tanners' Council Research Laboratory at the University of Cincinnati.

In 1927, he joined the staff of Lehigh University as associate professor of leather technology research. He was soon appointed director in charge of fundamental leather research in all university departments. He was co-author with the late Dr. George D. McLaughlin of the American Chemical Society monograph "The Chemistry of Leather Manufacture." Well over 100 of his papers were published.

In 1937, Dr. Theis was named a member of a Government Committee sent to China and Japan to study the tanning of kid, lamb and hog skins and make recommendations on duty charges. He was in Shanghai on Aug. 13, 1937, when the first bombs were dropped there by Japanese fliers.

Dr. Theis was awarded the Fraser Muir Moffatt Medal by the Tanners' Council for his outstanding contributions to the tanning industry. He was a prominent member of the American Leather Chemists Association for many years and in 1947 was elected a life member, an honor previously extended only one other ALCA member.

Services and burial were held Tuesday, April 28, in Bethlehem.

## INTRATER REPORTS ON WOMEN'S FALL STYLES

Fall shoe fashions will provide a more interesting and varied fashion story for women's dress shoes than we have had for the past several seasons, according to Samuel Intrater of Berland Shoe Stores, Inc. Intrater is chairman of the women's dress shoe committee of the Popular Price Shoe Show. Following is the line-up as Intrater sees it:

There are new lasts—the Spanish toe (tapered to a point) in the past six months has been in the experimental stage with a very, very high-price manufacturer and is now gaining momentum. Lower price lines are considering them and from the standpoint of retail sales are being accepted and could very well be a new fashion trend as far as the lasts are concerned.



There has been some discussion on a square toe last on a 15/8 heel. This last is also in the experimental stage. Generally speaking there is a great interest on smartly styled dress shoes on lower heels of every kind. All of these bear watching and could very well be important in the fall picture.

There are some construction changes. Softer type shoes such as unlined leather with soft toe box and counter seem to have general appeal in all price shoes. Softness in construction seems to be the byword.

There is a great emphasis on treatments on shoes. Pumps trimmed up with braid, nail-heads, cable stitching appliques and ornaments and less demand for the plain classic pump. While plain pumps will continue to sell, but not in the same degree as they have in the past.

The Coronation has brought the above about. Shoes are to be a little fussier.

This Fall will see more smooth leather than heretofore, especially in the aniline finished leathers. There will be a greater interest in the brown

tones for Fall promotion, such as walnut, taffee tone and camel beige.

The reds, both Cherry and Basque, will be in the Fall picture. This of course is sectional. Blue suede and calf will continue as basic colors. Black of course will be number one and while smooth leathers are in the picture, black suede will still be the predominate material and color for Fall.

There is always a fabric interest for early Fall selling such as a continuation of some fancy meshes both in black and blue; some gray flannel and black velvet.

The whole trend is towards more feminine type shoes. More design for eye appeal.

## WOMEN'S FALL CASUALS AND DRESSY FLATS

Following is an advance analysis of what to expect in the women's fall casuals and dressy flats picture as seen by Sylvan Bane, executive buyer for Miles Shoes and chairman of the Popular Price Shoe Show women's casuals committee:

Black again promises to lead the fall color picture in flats. Black suede number one for early selling, black smooth number two, and combinations of black suede and smooth leather as number three.

Red smooth leather and both blue suede and blue smooth are good bets. Grey flannel with black smooth leather trim is another good bet for early selling.

Green does not figure in the flat picture for fall and the camel to brown colors should see the best action in sports type footwear. With the exception of grey flannel with black leather trim, fabrics are very dangerous.



Instep straps, T-straps, thin double straps, instep ties, sling back pumps and low shell pumps with and without ornaments, plus the skimmer

type, constitute the pattern picture.

The hooded heel type is due to assume even greater importance. Combinations of smooth and sueded leathers should be very strong. Vamp and quarter lacing give these shoes added appeal. Pattern standouts are ties and instep straps.

On the wedge type of casual basically slip-lasted construction, in heel heights ranging from 13/8 to 21/8, pattern vamps will replace the run-of-the-mill "dinked out" vamps which have been used as the "easy way out" by so many manufacturers.

One of the major reasons for the decline in sales of this ultra-comfortable type of shoe has been the poor styling. A very important factor to remember is that these shoes are bought by women and not the teen-agers who buy flats.

Black suede with small nailhead treatments promises to be tops in this picture but don't overlook a good bet in aniline finish leather. Black smooth will be strong, too. Lace vamps are considered an appealing treatment on both suedes and smooth leathers.

Look for colors in the "beige to brown" family to add volume on sabot and cuff patterns. Don't count on red or green for volume here. Red smooth leather will be good for trims along with benedictine.

A new shoe in the family of the California type but Compo constructed has crept into the casual picture. This is a 14/8 wedge with closed toe. These shoes are best in sueded leathers with smooth leather trim. Colors in the beige-to-brown family are tops for this.

## Derman Workers Reject Pay Cut

Negotiations for the purchase and re-opening of Derman Shoe Co., shut-down Milford, Mass., shoe plant, have been halted "temporarily" after company workers refused to accept a 30 percent wage cut as provided in a new agreement proposed by prospective buyers.

An unidentified Boston group of shoemen, which had already agreed to terms of a lease on the shoe plant as offered by the trustees, stopped negotiations after the plant's 400 workers, all members of the local union, refused to accept the large pay cut.

Morgan Flaherty, union president, said trustees have begun talks with another interested group of possible buyers. Harry Engleman, owner of the firm, is now an executive vice president with John Irving Shoe Corp.

## MILITARY BIDS AND AWARDS

### Horsehide Gloves

**May 4, 1953** — TAP-30-352-53-484 — gloves, shells, leather: (1) 98,025 prs. black horsehide; (2) 274,500 prs. brown horsehide; in accordance with Spec. MIL-G-822b with certain exceptions. Deliveries: June, July, and August, 1953.

### Glove Shells

**May 4, 1953** — TAP-30-352-53-484—Item 1, 98,025 pr. glove shells, leather, black, size 4, for the Air Force; item 2, glove shells, leather, M-1949; 8,100 pr. size 3; 252,900 pr. size 4; and 13,500 pr. size 5; this for the Army. Delivery Sked: item 1—32,625 pr. during June; 32,700 pr. during July and the balance during August. Item 2—136,950 pr. during June and 137,550 pr. during July; this procurement for small business concerns only; FOB origin; opening, New York, 1 p.m.

### Convalescent Shoes

**May 5, 1953** — TAP-30-352-53-610—285 ea. shoe, convalescent P.I. No. 24302062/PI; 100% domestic pack; delivery must be completed by June 30; FOB destination which is St. Louis Medical Depot; opening, New York, 11 a.m.; this procurement for the Medical Corps.

### Men's Oxfords

**May 7, 1953** — TAP-30-352-53-563—12,700 pr. shoes, dress man's oxford, leather black; 100% domestic pack; delivery complete by August 31; FOB origin; opening, New York, 10 A.M.; this procurement for the U. S. Air Force.

### Parachute Bags

**May 6, 1953** — TAP-30-352-53-448 — 1) 1,197 ea. bag, equipment, parachutist, adjustable M-1950 — a) FOB origin and/or b) FOB Richmond, Va.; lace leather components in accordance with specification KK-L-201b and KK-L-311 with amendment 3; deliveries September through December 1953; opening, New York, 2 P.M.; this procurement for U. S. Army.

### Leather Belts

**May 8, 1953** — TAP-30-352-53-524 — 1) 6,858 ea. black leather belts, air police; a) 5,748 for Shelby, O.; b) 1,110 ea. for Maywood, Cal.; 2) 2,970 ea. black leather air police



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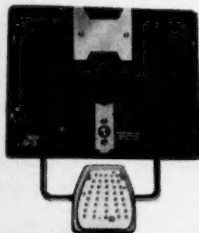
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belts; a) 1,485 ea. for Shelby; b) 1,485 ea. for Maywood. 100% domestic pack; delivery from July to September; opening, New York, 2 P.M.; this procurement for U. S. Air Force.

### **Men's Black Shoes**

**May 12, 1953**—TAP-30-352-53-568 — 305,004 pr. shoes, leather, black, low men's; (a) FOB origin; (b) 273,456 pr. for Mechanicsburg, Pa.; (c) 31,548 pr. for Clearfield, Utah. Delivery, 101,676 pr. during September; 101,664 pr. during October; and 101,664 pr. during November; opening, New York, 4 p.m.; this procurement, for small business concerns only, is for the U. S. Navy.

### **Men's Shoes**

**May 12, 1953**—TAP-30-352-53-568 for 305,004 prs. men's black leather shoes, low. Delivery schedule September through November 1953. For U. S. Navy. Small business procurement.

### **Cattlehide Leather**

**May 13, 1953**—TAP-30-352-53-606—1) 5,584 sq. ft. leather, cattlehide; top-grain, chrome-tanned, 1/8" thick; color seal brown; type III; a) 3,350 sq. ft. for Shelby, O.; and b) 2,234 sq. ft. for Maywood, Cal. delivery during October; FOB destination; 100% domestic pack; opening, 3 P.M., New York. This procurement for the U. S. Air Force.

### **Field Caps**

**May 13, 1953**—TAP-30-352-53-522 covering caps, field, pile, M-1951, 751,140 each. Delivery schedule August through November 1953. Small business concern procurement.

### **OPEN STRAP BIDS**

ASTAPA invitation TAP-30-352-53-501—calling for 400,000 chrome-tanned leather straps — attracted twenty-nine bidders. The low quotations came from two concerns which submitted identical bids even in regard to acceptance date and terms offered. They were:

Atchison Leather Products Co., Atchison, Kansas, which offered to supply all 400,000 straps at .1275 ea.; 20 days acceptance, 1% in 20 days.

The same price, acceptance date and discount terms were quoted by the S. J. Corbett Co. of Detroit, Michigan.

(Concluded on Page 24)



## PPSSA REPORT ON MEN'S FALL STYLES

This is a report by the PPSSA committee on men's fall dress and casual shoes, headed by Melvin H. Reese of A. S. Beck Shoe Corp., chairman.

There is a tendency in Dress Shoes to refinement in detail — sleek lines of fine detail with emphasis on custom type lasts. Shoes in this family will run the full gamut of colors from Genuine Cordovan to the few brighter tones with just a touch of antiquing. Many new patterns will feature piping both on tips and quarters adding a rich touch of dignity which will complement the new trend in men's clothing, being shown by all the better lines.

There seems to be a much greater interest in grained leathers, particularly those featuring the smaller prints in the heather family. These will be most widely accepted in the medium tones, but there is some interest also in grains in the Wine or Burgundy tones. Medium heavy bottom treatments will make these shoes suggestive for good seasonal promotion. Grains will be shown in all the conventional Brogue Patterns of the past, plus the newer Gore or Laceless types as well.

### Blue Leads In Suede

Blues still will hold the number one spot in Brushed Leathers, far out-selling Brown. There is a definite decline in the acceptance of all-over brushed leather shoes, with the possible exception of the classic plain toe or seamless type Bal. The smooth leather trim will have much wider appeal, rapidly replacing reptile and reptile prints as trims on Brushed.

Genuine Cordovan looks to be even bigger than ever. With some firms this leather will produce sales exceeding almost any other single type.

There is probably a longer range in colors for Fall 1953 than we have seen for years, and these go to the extremes in all price brackets — all the way from the new brighter tones to the darker Wine or Cordovan colors.

Black is definitely on the increase. With men today more conscious of proper color coordination of shoes and clothes, this should lead to extra pairs, rather than the fear of reduced pairage which the industry has felt in the past.

Last manufacturers are showing new, wide, heavy young men's models for the popular priced customer, but at the same time offering refined narrow toes — even more tapered in

shape. All the new lasts are made with the modern full ball fitting features. The French Toe is not only holding its own, but also seems to be getting more attention than ever.

The outstanding promotion for Fall should be laceless shoes—with or without gore. The ever-increasing popularity of this type of shoe and the new patterns in dress types such as regular wings, "U" wings, etc., should make these shoes the number one promotion. It can be said with certainty that the trend is toward laceless shoes.

Bluchers in brogue types will be offered in a greater variety — with regular wings, "U" wings, straight tips, and plain toes.

The tassel tie will be shown in all grades. This Spring has proven that men at last have had real style courage by accepting this pattern for both street and sports wear, in a tremendous variety of styles and colors.

Casual type shoes have now formed a definite place in the Fall style picture. Heretofore the casual has been primarily a Spring and Summer shoe, but with more and more clothes developed for casual Fall wear, there is a real place for shoes to complement this apparel.

Gore types with leather or crepe soles are interesting, as well as 2-eyelet bluchers with plain or moccasin type fronts. Both of these pattern types will be shown in smooth as well as soft type leathers.

Interest is increasing in both genuine and simulated platforms, and some very smart shoes for Fall are being planned on these constructions.

### German Shoe Men To Visit U. S. Factories

A group of 15 prominent foreign shoe manufacturers from Western Germany and Switzerland is scheduled to arrive in New York City early this month prior to launching an inspection tour of U. S. shoe factories.

The tour is sponsored by "Schuh-Technik," one of Europe's leading shoe manufacturing periodicals.

Arrangements have been made for the group to visit various U. S. shoe manufacturing plants as well as shoe machinery firms, tanneries and allied suppliers. Helping in the arrangements is the National Shoe Manufacturers Association.

"Schuh-Technik" is published in Frankfurt Am Main in Germany and contains articles in German, English, French and Spanish. U. S. Representative is Walter J. Slodki of 69 Beekman St., New York City.

## Reach New Agreement At Greenebaum

Agreement has been reached by J. Greenebaum Tanning Co., Milwaukee, and Local 47 of the International Fur and Leather Workers' Union on several new contract provisions. The present contract, due to expire Jan. 31, 1954, was extended for three years with an annual wage reopener set for each January.

Further changes in the contract included agreement on a profit sharing retirement fund to become effective before Jan. 31, 1954; a \$50 bonus payable to eligible employees each Thanksgiving; and full vacations to former employees who worked at the company's now idle North Side plant.

About 325 production workers at the Greenebaum plant at 2625 S. Greeley Street, Milwaukee, and workers at the company's Chicago plant are covered by the new pact.

## Hallowell Shoe Offers New Settlement

Hallowell Shoe Co., Hallowell, Me., manufacturers of women's medium cemented shoes, has made creditors an offer of settlement under Chapter XI of the Bankruptcy Act.

Liabilities of the company were reported at \$644,732 with assets \$238,354.

At a meeting of creditors held April 30 in Boston, the company offered to pay in full unsecured creditors with claims of less than \$100. Those with claims totaling more than \$100 would receive 30 percent of which 10 percent would be paid on confirmation of the plan and the remainder in four equal instalments.

Creditors reported a total of \$411,228 in unsecured claims. The company owes some \$11,633 in back wages to workers and this will be paid in full.

### A. C. Klein

... shoe photographer, died April 17. A veteran in the advertising and promotion of shoes, he was associated with Mandel Engraving Co. & Art Studios for the past 25 years. Well known for his work on shoe photography, he was one of the original staff of the *Shoe Retailer*, shoe trade magazine which later merged with the *Boot and Shoe Recorder*. Klein won many awards for his work in photography, among which was a gold medal fellowship award from the Photographic Society of America. He leaves his wife, Gladys, three brothers and a sister.



**The tariff fight is on, with the shoe and leather industries caught in the middle.** Ironically, there are conflicting views on tariff changes within the industry. This week in Washington a committee of the United States Council, a branch of the International Chamber of Commerce, asked Congress to lower all U. S. tariffs by not less than 20% starting next January 1, and by 10% more the next year. Two members of the board of trustees of the Council are Maxey Jarman, board chairman of General Shoe Corp., and G. R. Brown, president of United Shoe Machinery Corp.

**Interesting point is that United Shoe Machinery Corp. faces increased competition from importation of foreign shoe machinery.** It is possible that Brown personally may have voted against tariff reduction, along with a few other members, but was over-ruled by majority vote. Jarman, on the other hand, with factories in several foreign countries, could have reason to vote on affirmative side of tariff reduction. However, both might well have pushed aside personal interests and voted for lower tariffs on basis of principle of lower tariffs alone.

**The tariff hearings, which began April 27, will receive testimony by over 100 witnesses** representing a variety of industries and companies. Among the first of these witnesses to appear was James H. Casey, Jr., executive secretary of National Assn. of Leather Glove Mfrs., who asked Congress to write legislation to curb government's powers to slash tariff barriers.

**Casey told House Ways and Means Committee about currency manipulation by France** designed to send more leather gloves to U. S. in competition with domestic production. He urged Congress to extend Reciprocal Trade Agreements Program one year beyond June 12 expiration date, plus making several amendments in the program.

**A proponent of higher not lower tariffs was Jack Citronbaum,** executive vice-president, Luggage and Leather Goods Manufacturers Association of America, Inc., who told committee that Britain is chief competitor of 750 members of the industry in America. "Existing tariff regulations insofar as the U.K. is concerned may need revision, but it should be upward rather than downward." He asked for complete consideration of this argument by the commission. Tariff ranges from 14-25% at present, he said. American labor costs are 25-33% of the total; and a \$60 weekly wage in U. S. compares with \$21 in U.K., and \$25 in Italy, for a longer week.

**The proposed boost in parcel post mail rates, as affecting the shoe industry, is still another**

fight going on in Washington. This week three shoe industry representatives went before the Interstate Commerce Commission to testify against the proposed 35% rate boost. These men were Maxwell Field, executive vice-president of New England Shoe & Leather Assn.; Elmer J. Gormley, general manager, Sun Dial Shoe Co., Manchester, N. H.; and Gordon P. King, Knapp Bros. Shoe Mfg. Co., Brockton, Mass. To boost rates, Postmaster General Summerfield must have permission of ICC officials.

**Amazing success of Factory Management Conference** in Cincinnati, April 26-28, is making shoe industry eyes pop. Group sessions (divided into makers of men's, women's and juvenile shoes) now approaching unwieldy size because of heavy attendance. One outstanding feature being noticed is seriousness of delegates; little levity, plenty of close attention to work.

**Conference exhibit space now at premium** with some 80-odd allied firms crammed into every crevice of available space. Dozens of new products, equipment and machinery were introduced for first time. Exhibits, showing these new products, have become important part of over-all education program.

**Conference will stay in Cincinnati in 1954**—but probably the last year there. Larger quarters available. Might have moved to another city next year, except that all suitable hotels were booked ahead. So watch for change—probably to Chicago—in 1955. Conference officials being careful to prevent meeting from becoming a commercial show; want it to remain primarily educational. So no run-away expansion, despite easy possibility of rapid enlargement. Idea is to keep Conference size and activities under regulative control.

**Shoe manufacturers getting over earlier jitters about possibilities of a slump in 1953** as result of "high" output of '52 and record first quarter of '53. Industry leaders are speaking up with note of full confidence. Retailers showing no signs of scare psychology if action at recent shoe shows is any indication. Also, no signs of inventory, fat or sluggish, sales at retail level. And prices holding at sane levels.

**Whole environment adds up to state of vigorous health.** Might be some sloughing off in third and fourth quarters as compared with same periods of 1952. But latter periods were real boom, pretty hard to match two years running. Nevertheless, feeling is that year will end with at least a 500-million-pair output, and even has good chance of beating 508-million figure of last year.

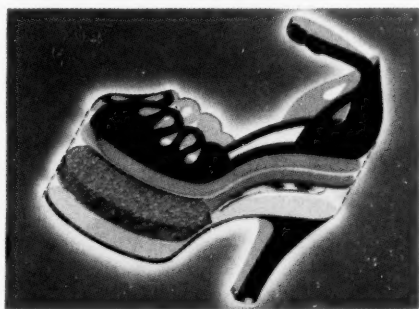


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You can get working samples of Cushion Cork by calling your Armstrong representative or writing to Armstrong Cork Company, Shoe Products Department, 6305 Drury Ave., Lancaster, Pennsylvania.



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# Stylescope

SHOE FASHION NEWS AND TRENDS

Glamour magazine presents Fall and Winter preview of general fashion scheme and what it means to women's shoes. Following is condensation of this report.

**Two overall, all-inclusive trends predominate.** The time-place-and-occasion costume begins to replace the go-everywhere costume. More distinct dateline between casual and dressy, between in-town and at-home clothes applies to fabrics, fashions, shoes. This does not mean necessarily that women will buy more clothes, but that they will buy them more often with **specific** occasions in mind.

**Incoming fashion news lies in subtle refinements,** not in radical change. This Fall and Winter, color and texture trends (developing in varying degrees for several seasons) emerge well defined. They are the "Blue Ribbon" winners—the best of fashion.

**Time-place-and-occasion shoe steps into four important categories.** The all-day shoes, including the city-wise flat; the afternoon-and-after shoe; the evening slipper; and the at-home shoe.

**All-day shoe is complement of nine-to-five dresses and suits** for wear to office and about town. Silhouette: More refined, elegant. Different toe, via Spanish-influenced lasts, either tapered to a point or to a delicate, tiny square. Sides, straighter. Throatlines, somewhat higher, although for volume these remain low, either rounded or squared. Heels, from 1 1/4 up, slimmer, straighter, tapered to almost nothing. For daytime, trend is to 2 1/8 and 2 3/8 heels; 16-18/8 heels look taller because of slimmness.

**City-wise flats are an incoming fashion** that complements important slim day-time fashions. Silhouette: Straight-sided, delicate. Throatline rises higher by means of flanges, roll-back collars, little tongues. Watch for: Adaptations of handsome patterns which have been done in men's loafer-types here and in other countries; fresh interpretations of the closed-toe sling-back; flat-heeled versions of the pared-down spectator. Heels: From 4/8 to 10/8, either stacked leather or covered heels. (The suburban flat, as contrasted with urban city-wise flat, continues with more casual leathers and styling and such trimmings as tiny tassels.)

**The afternoon-and-after shoe**—delicate and graceful as the costume it complements—is specifically a time-of-day fashion. Silhouette: The pump again, with tapering toe and extremely high but tiny heel. It may be cut away almost to the vanishing point—sometimes strapped over the vamp, often with almost all of shoe cut away to leave only the skeleton—but still essentially a pump outline. Biggest trend—pumps with wide-open toes that have closed quarters. Other important silhouettes: "Open throat" shoe with cowls, drapes, turnback cuffs; the substantially strapped sandals, sometimes a banded backless mule, sometimes with halterback and closed toe.

**The evening slippers.** The fashion news, the overall promotional theme, is evening slipper that is, in itself, a jewel

and therefore a focal point of the costume. (Most important, volume-wise in all price categories, is white satin or crepe slipper dyed to customer's order.) Silhouette: The real evening slipper depends more and more on beautiful fabric, leather and ornamentation. Consequently, fashion trend is toward patterns substantial enough to show off the materials, with less emphasis on bare stripping sandals. Patterns are similar to those in the afternoon-and-after shoe. The tapered pump with stilt heel, the banded sandal, done mule-fashion and backless, or with back strapping . . . the pump with a very wide-open toe, almost totally quarter, almost without vamp.

**Shoes to complement the "at-home" fashion trend are still a growing time-place-and-occasion promotion.** Silhouette for at-home shoes: Shapes of at-home shoes are borrowed from every other shoe category. Almost any shoe pattern, certainly any heel height, can be utilized. Watch fashion potential in high-heeled at-home shoes—to be promoted as smart, sophisticated fashion to be worn with tapered pedal-pusher-type fashions. Two at-home shoe ideas still growing: First, the turned-up toe, and second, the molded sole, or look of a molded sole, so that the shoe seems all-in-one-piece.

**And a few notes on colors in shoes.** For the all-day shoe and city-wise flat: Aniline tannages in rich, taupey browns are biggest fashions and news story. Good with navy, black, beige and camel tones in fabrics. Brown-red, from medium to dark, wonderful with tweeds. Benedictine through copper, volume. Dark steel grey suede, reptile, new and special for important city daywear. Highly polished black and new near-black important alone or in two polished leathers combined. In city-wise flats: Warm red-brown first . . . then all browns and clear true shades of red, bright green and russet gold.

**For afternoon-and-after shoe,** black in suede, patent, polished kid, crepe (or in combinations of these), biggest volume and good with ready-to-wear in jet brown, jet black and jet navy. High fashion: Jet brown . . . followed by bronze kid and reptile.

**Colors for evening slippers.** It bears repeating: The evening slipper is lovely in any color, goes with almost any one-color evening dress. Volume will be dyeable satin or (more limited) crepe—either of which can be dyed to blend, match or contrast sharply with the costume.

**Colors for at-home shoes.** Two approaches are valid: 1) for at-home clothes in patterned fabrics or in more than one color, black at-home shoes with touches of color in trim or jewelry; 2) for dark or one-color at-home costumes, shoes in sharp vivid colors, prints and combinations . . . the gayer the better.

*Rosalie Marybanian*



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• **Sam Sampson** has been elected president of Swank, Inc., Attleboro, Mass., manufacturer of jewelry, belts, and leather accessories.

• **William J. Vaccaro**, previously lasting room foreman with Allied Novelty Shoe Corp., Springvale, Me., has joined Mutual Shoe Co., Marlboro, Mass., in a like capacity.

• **George Maroon** is the new manager of Capezio's, Inc., N. Y. C., sales-service department, according to George Rehill, assistant sales manager at Capezio.

• **Edgar LeMontaigne** was named to replace William Vaccaro as lasting room foreman at Allied Novelty Shoe Corp., branch of Consolidated National Shoe Corp.

• **USWA, CIO**, reports that **James J. Mitchell** has been re-elected to another two-year term as secretary-treasurer of the union. The union's territorial representatives were also re-elected for two-year terms.

• **G. M. Chady**, former sales manager of Gardiner Shoe Co., Gardiner, Me., was named assistant merchandising manager of Craddock-Terry Shoe Corp., Lynchburg, Va.

• **Ralph L. Braun** has been named secretary-treasurer of Belding Heminway Co., Inc., N. Y. C., according to F. L. Johnson, company president. Braun has been associated with the concern for 12 years, serving as advisor on tax, insurance, and legal matters.

• **Frank E. Smith** has joined the sales department of International Products Corp., N. Y. Smith was formerly employed by Eagle-Ottawa Leather Co., Grand Haven, Mich., as chemist and assistant to the tannery management.

• **Arthur L. Benjamin** assumes new duties as sales manager in charge of styling and sales at the Bloom-Ease Corp., Minneapolis, Minn. Benjamin was formerly promotion manager.

### MILITARY BIDS AND AWARDS

(Concluded from Page 16)

#### FELDSTEIN LOW BIDDER

Morris Feldstein & Son, Inc., N.Y. C., quoted the lowest price in bidding for 85,000 lbs. of sole leather strip. Feldstein's bid under invitation TAP-30-352-53-432 is FOB origin, for the entire quantity asked broken down into the following lots: 5,000 lbs. each at .616; .636; and .646; 10,000 lbs. at .666 and 20,000 lbs. each at .686; .696; and .706; 20 days acceptance, 1% in 20 days and 1% in 30 days.

Because of Feldstein's bid it appears likely that part of the award will go to the second lowest bidder, Howes Leather Co., Inc., of Boston. Howes' FOB origin bid offers the total quantity at .67; 20 days acceptance, 2% in 30 days. The Boston leather firm noted in its bid that should it be awarded less than 30,000 lbs., it would have to increase the price per lb. accordingly.

In all, eight leather concerns submitted bids.

### BRISTOL BIDS LOW

Bristol Manufacturing Corp., Bristol, R. I., was the sole bidder for 2,940 pr. of sage-green mukluk boots, extra-large, which was opened under ASTAPA Invitation TAP-30-352-53-458. Bristol offered the total quantity at \$7.26 per pair for destination Shelby, Ohio.; and at \$7.34 per pair for destination Maywood, Cal.

#### OPEN FELT BIDS

National Felt Co., Easthampton, Mass., bid low on item 1a and b of invitation TAP-30-352-53-485—three felt items. National offered 4,775 lin. yds. of firm felt pads, mechanical at 2.68 (for delivery to Great Lakes, Ill.), and 2.81 for delivery to Oakland, Cal., 60 days acceptance, 1/2 of 1% in 20 days.

Item 2—48 lin. yds. of backcheck mechanical felt material—was offered at the lowest price by Western Felt Works, Chicago, which quoted 45.32 for the total quantity sought; 60 days acceptance, net.

Item 3—75 lin. yds. extra firm white felt pads—will probably also go to low bidding Western Felt Works which offered all at 15.81.

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## HIDE PRICE ADVANCES FAIL TO DAMPEN LEATHER ACTIVITY

### Many Tanners Withdraw Lists, Others Raise Prices From 2-4c

#### New York Market

**Upper Leather:** Price lists up 2 cents to 3 cents on lists on side upper leather on the asked basis with about a cent more actually paid. Some tanners say they have not had much business since the advance in prices. However, others sold well when the word got around that hides were advancing as buyers wanted to get in their orders before a price advance on leather.

Most shoe manufacturers say they cannot raise prices on shoes now and are resisting higher leather prices. On the other hand, tanners must face facts and with higher prices on hides, leather must be higher in price.

Lists on large spread elk of 4½ to 5 ounces start at about 42c and down with some listing 46c and down. On combination tannages about 48-46c and down is quoted though some ask up to 50c.

**Calfskins:** Demand for suede calfskins not too active at present as manufacturers are waiting for PPSSA next month to give them some outlook of the future for fall clothes. Prices on calf leather unchanged but very firm as, with the strength in the raw markets, tanners do not wish to

make any concessions. Suede in women's weights are \$1.10 and down with some at \$1.05 and down. Most of the volume business is done in the types of leather in the 90's and upper 80's. On smooth women's weight calf the price is about 95c and down with volume business 90-85c and down. Aniline finish is the main mover.

**Sole Leather:** Still a pretty good demand for heavy weight bends and 9/10 iron bends are selling now at 58c and even higher for some tannages. The 10 iron and up are rarely below 56c and some get a little

#### Sole Moving

Boston sole leather tanners report good activity despite new price increases. Tanners have upped prices another 2-3c but say they are still not getting replacement costs. Even most experienced tanners hesitate at predicting when new boom will end.

Tannery run bends, 10 iron and above, bring 56-54 and down; the 9/10 irons are 60, 58c and below. Medium bends, 8/9 iron bring 67-65c and down on average. Light bends at 72-70c for tannery runs. No. 1's well above this.

### Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1952 HIGH
CALF (Men's HM)	85-1.15	83-1.10	70-95	85-1.10
CALF (Women's)	70-95	78-93	60-81	80-1.03
CALF SUEDE	75-1.00	78-1.00	60-85	85-1.10
KID (Black Glazed)	75-90	75-90	70-90	75-90
KID SUEDE	80-96	80-96	70-92	80-96
PATENT (Extreme)	56-62	56-62	55-80	56-60
SHEEP (Russet Linings)	18-32	18-32	18-28	18-32
KIPS (Combination)	62-66	56-60	46-49	56-60
EXTREMES (Combination)	56-59	51-53	44-47	54-56
WORK ELK (Corrected)	40-45	38-42	36-40	38-46
SOLE (Light Bends)	68-72	65-68	64-67	68-72
BELLIES	27-28	26-27	22-24	26-27
SHOULDERS (Dble. Rgh.)	50-53	50-53	45-48	50-55
SPLITS (Lt. Suede)	33-39	33-38	36-38	35-39
SPLITS (Finished Linings)	18-22	18-22	15-20	24-26
SPLITS (Gussets)	13-15	15-17	18-22	18-20
WELTING (½ x ¼)	8	8	12½	8
LIGHT NATIVE COWS	20½	17	14½-15½	20

All prices quoted are the range on best selection of standard tannages using quality rawstock.

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BOSTON: Merchant-Lovett  
NEWARK: N. J. Norman Hart  
PHILADELPHIA: Schenck Leather Co.  
SAINT LOUIS: Meyer & Berry Leather Co.  
MILWAUKEE: Edward A. Vollbrecht, Jr.  
LOS ANGELES: A. J. & R. Cook  
CINCINNATI: J. E. Tracy

### Sole Offal Tight

New increases in hide market plus continuing demand enables sole leather offal tanners in Boston to advance prices another 1-2c. Not too much resistance noted from buyers as yet. Other selections strong and fairly active.

Both cow and steer bellies bring 28c and down with some tanners asking 29c or even higher. Double rough shoulders hold about steady at 56c and down for better lightweight selections. Single shoulders only fair at 42-43c and below. Heads move at 18-19c and below; fore shanks at 16-18c, hind shanks at 23-20c.

### Calf Strong

New strength in calfskin market has immediate results with Boston calf leather tanners. Most tanners have withdrawn lists until rawskin situation resolves itself and sales are now an individual matter. However, reports are that tanners have brought finished calf prices back to previous highs — and increases of 4-5c over recent lists.

Prices approximately as follows: Women's weight smooth calf 95c and down, volume interest in high 70's. Men's smooth calf close to \$1.15 for top grades again, sales in mid-90's. Women's weight suede wanted at \$1.00 and down.

### Sheep Holds

No change in Boston sheep leather markets, say tanners. This means russet linings still find good business at 23c in volume, boot linings 27c and down. Colored vegetable linings wanted at 28c and below in high colors, 27c and down in regular colors. Chrome finds buyers at 31c and down. Garment suede still finds good interest at 38-35c. Gains slightly less active in low 30's.

### Splits Hold

Splits market in Boston reflects new strength in rawstock as some tanners hold firm to lists, others raise prices 1-2c. For most part, women's weight suede splits widely wanted at 39c and down for volume in black, 41-40c for colors. Men's weights 46-45c and down.

Lining splits do best at 22-17c, gussets at 15c-13c range. Lightweight flexible innersole splits 28-23c, H weights 37-32c, HM's 30-25c. Naturals hold at 25-20c for M weights 36-29c for H weights.

### Work Glove Firmer

Good demand for suede splits. As a result, buyers for glove manufacturers have to meet this competition by paying the going market.

Work glove splits of LM weight

now sell mostly around the 15c mark for No. 1 grade, 14c for No. 2 grade and 13c for No. 3 grade. M weight alone still quotable at recently prevailing ranges, No. 1 grade at 16-17c, No. 2 grade at 15-16c and No. 3 at 14-15c.

### Bag, Case & Strap Move

Advancing hide markets stimulate buying by users of bag, case and strap leathers. Some purchases this week of 2/3 ounce case leather at 41c and some sellers have been talking higher such as up to 43-44c for 2 1/2-3 ounce, last paid for 4/5 ounce.

Strap leather considered firm at latest prices. Grade A russet strap leather of 4/5 ounce quoted at 51c, 5/6 ounce at 53c, 6/7 ounce at 55c, 7/8 ounce at 57c, 8/9 ounce at 59c; 9/10 ounce at 62c and 10/11 ounce at 65c. Grade B continues at 3c less and Grade C at 6-7c under Grade A prices. Colors and glazed still bring premiums of 2-3c over russet.


### Garment Sought

Still a good demand for garment leathers. Some tanners of horsehide garment leather not accepting any new business because, in addition to being sold up and ahead, prices of raw material have a stronger undertone and sellers prefer to await establishment of horsehide values so they can adjust leather prices accordingly. Some of these sellers last booked business at 42c and down for good tannages but there have been reports of 44c and down being realized for choice productions.

Sheepskin varieties also very firm due to firmer prices paid for both foreign and domestic pickled skins. Suede sheepskin garment leather, of course, still in best demand and some sales of good tannages have been made at 36-38c and down. Up to 40c and down now asked in certain selling quarters, especially for choicest tannages.

### Kid Fair

Kid leather tanners of Philadelphia report black suede still in strong demand, mainly in low to medium grades. Black glazed reported as quiet this past week but a little demand for blue, brown and some gray continues. Crushed described by many tanners as "limping along." Some have dropped it completely, some sell a "little here and there," and an occasional tanner reports extremely active business. Linings described as holding their own. Slipper slow but not dead. There never was a real slipper leather season last year, and as a result manu-



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facturers spread buying on staple colors. Brown sells best and some report black and even blue slipper weights selling in moderate quantities. Prices a definite problem in the kid leather industry.

#### Average Prices Quoted

Suede 32c-96c  
Slipper 25c-60c  
Glazed 25c-\$1.00  
Crushed 35c-75c  
Linings 25c-55c  
Satin Mats 69c-\$1.20

#### Belting Fair

Belting leather tanners of Philadelphia report business fair with little change since last week. Prices firm. Curriers say their business good with demand covering just about every type of leather they handle. No special weight wanted. Some orders may be from those who had anticipated decreased prices and now, seeing that quotations are firm, try to cover before prices go up. Curriers report no changes in their asking prices. Some say that when they buy they pay prices slightly higher than last week's, but this will have no effect until further developments on the market are noted.

#### AVERAGE CURRIED LEATHER PRICES

Curried Belting	Best Selec.	No. 2	No. 3
Butt Bends	1.30-1.35	1.25-1.31	1.13-1.27
Centers 12"	1.61-1.64	1.51-1.55	1.39-1.45
Centers 24"-28"	1.56-1.58	1.49-1.52	1.40-1.53
Centers 30"	1.47-1.52	1.41-1.47	1.31-1.43
Wide Sides	1.21-1.25	1.15-1.21	1.05-1.14
Narrow Sides	1.15-1.17	1.10-1.13	1.00-1.07

Premiums to be added: Ex Light, plus 5c-10c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.

#### Garment Active

Very little demand for fine glove leathers. Cheap grains such as Iranians in good demand in all weights. Number ones bring 26c, seconds 22c and pigtex grade 19c. Some call for men's grey suedes at 38c and 32c. One tanner quotes 40c for the tops. No surplus stocks on hand.

#### Sides Soar

New strength of hide market has immediate result among Boston side leather tanners. Tanners withdrew lists on Wednesday of this past week, said most selling prices were 2-4c higher.

On this basis, most sales would be in following range: combination-tanned extremes 56-59c, combination-tanned sides 53-56c and down. On regular sides, elk extremes were quoted at 49-47-45c and down. Elk sides 2c less. Chrome-tanned elk for dress at 2c above this. Combination-tanned kips 68c and below.

#### Tanning Materials Firm

Market generally unchanged this week with activity continuing at a moderate level and raw tanning materials firm. Wattle Extract now quoted on a guaranteed 60% basis. Tanning Oils steady and unchanged.

#### Raw Tanning Materials

Divi Divi, Dom., 45% basis shp't, bag...	\$72.00
Wattle bark, ton .... "Fair Average"	\$104.00
..... "Merchantable"	\$100.00
Sumac, 28% leaf .....	\$115.00
Ground .....	\$115.00
Myrobalans, J. I's Bombay .....	\$46.00
Sorted .....	\$48.50
Genuines .....	\$53.50
Crushed 40% .....	\$65.00
Valonia Cups, 30-32% guaranteed .....	\$64.00
Valonia Beards, 42% guaranteed .....	\$87.00
Mangrove Bark, 30% So. Am. ....	\$58.00-59.00
Mangrove Bark, 38% E. African .....	\$78.00

#### Tanning Extracts\*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars .....	4.25
Barrels, c.l. ....	5.10
Barrels, l.c.l. ....	5.42
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l. ....	10.92
Bags, l.c.l. ....	11.65
Cutch, solid Borneo, 55% tannin .....	.08%
Hemlock Extract, 25% tannin, tk. cars f.o.b. works .....	.0625
bbis. c.l. ....	.06%
Oak bark extract, 25% tannin, lb. bbis. 6 1/2-6 3/4, tks. ....	.06%
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l. ....	11 31/64
Solid clar., basis 64% tannin, c.l. ....	12 3/16
Wattle extract, solid, c.l., East African 60% tannin .....	10.26
Wattle extract, solid, c.l., South African 60% tannin .....	10.43
Powdered super spruce, bags, c.l. .05%; l.c.l. ....	.05%

Spruce extract, tks., f.o.b. wks. ....	.01%
Myrobalan extract, solid, 55% tannin..	.07%
Myrobalan extract, powdered, 60% tannin .....	.10
Valonia extract, powdered, 63% tannin..	.10
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin .....	.16%
Wattle Extract, Powdered, Swedish, 73% tannin .....	.15%
Powdered Spruce, spray dried, Swedish .....	.04
Myrobalan, Swedish, Powdered 68-70% .....	.11%
Oakwood, Swedish, solid, 60-62% ....	.11%
Oakwood, Swedish, powdered, 64-66% ..	.12
Larchbark, Swedish, solid, 54-56% ..	.11%
Larchbark, powdered, Swedish spray-dried, 58-60% .....	.12%

#### Tanners' Oils

Cod Oil, Nfd., loose basis, gal. ....	.90-.95
Cod, sulphonated, pure 25% moisture ..	.13-.13%
Cod, sulphonated, 25% added mineral ..	.12
Cod, sulphonated, 50% added mineral ..	.10%
Castor oil, No. 1 C.P. drs. l.c.l. ....	.28%
Sulphonated castor oil, 75% .....	.26
Linseed oil, tks., f.o.b. Minn. ....	.152
drums .....	.167
Neatsfoot, 20° C.T. ....	.32
Neatsfoot, 30° C.T. ....	.30
Neatsfoot, prime drums, c.l. ....	.16
l.c.l. ....	.18
Neatsfoot, sulphonated, 75% ....	.16 1/2-17 1/2
Olive, denatured, drs. gal. ....	2.05
Waterless Moellon .....	.14
Artificial Moellon, 25% moisture ..	.13
Chamois Moellon, 25% moisture ..	.11-12
Common degas .....	.18-20
Neutral degas .....	.30-31
Sulphonated Tallow, 75% .....	.11-12
Sulphonated Tallow, 50% .....	.07-.08
Sponging compound .....	.13-14
Split Oil .....	.11-12
Sulphonated sperm, 25% moisture ..	.14-15
Petroleum Oils, 200 seconds visc., tks., f.o.b. ....	.16
Petroleum Oils, 150 seconds visc., Tks., f.o.b. ....	.15
Petroleum Oils, 100 seconds Visc., tks., f.o.b. ....	.14

\*Imported Extracts are plus duty.



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## FURTHER PRICE ADVANCES MARK ACTIVITY ON HIDE MARKETS

### Broad, Active Demand By Tanners Keeps Packers Sold Up

#### Big Packers Bullish

Three of the big packers have been selling freely along with most of the larger midwestern independent packers. A fourth big packer, however, has not done much selling of late because of labor troubles which have resulted in a shut-down of the largest producing Omaha plant. Until operations return to normal and this packer can resume selling, it looks like there will be about 15,000 less big packer hides available for sale each week. This would mean about 80/85,000 hides for buyers with last week's trading totaling approximately that volume exclusive of inside bookings by two of the tanning packers to their subsidiaries.

Up to the middle of this week, the three big packers sold about 50,000 hides at the latest full cent advance. Sales included heavy native steers at 16c for rivers and 16½c for Chicago and St. Paul productions; heavy native cows at 17½c for rivers and 18c for Chicagos; light native cows from Omaha and Peoria at 20½c with a few ex. light native steers included at

the latter point at 23c; light native steers at 19c, butt branded steers at 14½c, Colorado steers at 14c, heavy Texas steers at 15c, branded cows at 16½c for northern and 17c for lighter average southwesterns.

#### Independents Up

Packers' Ass'n. started off this week's trading in branded cows at the full cent advance by selling 1,200 at 16½c. Ass'n. also confirmed selling 1,200 Colorado steers at the newly established 14c basis. Other outside packers following suit.

A large Iowa packer sold 2,300 heavy native steers at 16-16½c as to points. Another Iowa packer, however, sold earlier 1,500 heavy native steers at 15½c and a Wisconsin packer in the Milwaukee area sold 1,000 light cows at 19½c. Practically all outside packers sold right up to kill and only can offer current productions with some open packs running ahead into next month before closing time.

On the Pacific Coast, there were some sales of Feb. branded cows at

14½c and March at 15c selected fob. Los Angeles. West coast small packers sold 50-52 lb. avg. cows at 15c and 65-66 lb. avg. steers at 13½-14c flat, fob. shipping points.

#### Small Packers Strong

This market also strong and prices advancing along with upturn in other markets. About 1,000 midwest small packer hides of 42-44 lb. avg. sold up to 18½c for natives with brands at one cent less, fob. shipping point.

Following sales at 16½-17c for 50-52 lb. avg. small packers, sellers revised asking prices upward and asked 18-18½c. Reports that an Ohio small packer obtained up to 18½c for a car of choice plump hides averaging around 50 lbs. or shade heavier. Such productions in the midwest, however, can be obtained at a definite freight advantage to eastern buyers, the saving in shipping over some midwestern productions amounting close to ¾c per lb. in certain instances.

Some 57 lb. down spready cows of about 50 lb. avg. sold at 17½c selected fob. while a car of 54-55 lb. avg. good plump Indiana hides brought 16c selected fob. Later, some 58-60 lb. avg. midwest small packers sold at 16c for natives and 14½c for brands, selected fob.

Heavier hides such as 58-70s averaging 62-63 lbs. sold at 14¾c selected fob. but some western small packers 30-70s averaging 50-53 lbs. containing a lot of brands brought up to 16c flat fob. Latest reported trading in midwestern small pkr. bulls at 11c selected fob.

#### Country Hides Fair

Activity in country hides and prices has a stronger undertone. Good locker-butcher hides have brought up to 13½-14c depending upon average weights and lots involved. Mixed lots, some containing fair percentages of renderers and averaging around 50 lbs., have sold in good volume at 13c and some renderer hides alone of 48-50 lb. avg. sold up to 12½c, all flat tr'd. fob. shipping points. More wanted at these prices but sellers have asked higher.

Glue hides sold at 10½-11c fob. Country bulls in carlots at 8c fob.

#### Calf & Kip Hold

Reported an advance of 2½c or 57½c bid on St. Paul heavy calf but big packers slow to put out new offerings as they previously sold up April skins and have had little or nothing to offer.

Intimations that better than last

### HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Apr. 30	Close Apr. 23	High For Week	Low For Week	Net Change
July .....	18.06B	18.22T	18.75	18.00	-16
October .....	17.49T	17.57T	18.20	17.45	-08
January .....	16.70B	16.90B	17.29	16.70	-20
April .....	16.10B	16.30B			-20
July .....	15.80B	15.90B	16.50	16.15	-10
October .....	15.55N	15.60T			-05

Total Sales: 376 lots

### HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers .....	16 -16½	14½-15	12½-13	12¼-12¾
Light native steers .....	19	18	16½	15½
Ex. light native steers .....	23	20½-21N	19½	17
Heavy native cows .....	17½-18½	16 -17	14 -15½	12½-13
Light native cows .....	20½	19 -19½	17	14¾-15¾
Heavy Texas steers .....	15	13½	11½	10½
Butt branded steers .....	14½	13	11	10½
Light Texas steers .....	16½	16	14½	13
Ex. light Texas steers .....	20½	19	17½	15½
Colorado steers .....	14	12½	10½	9½
Branded cows .....	16½-17	15 -15½	13 -13½	11½
Native Bulls .....	12½	12 -12½	10 -11	8½- 9
Branded Bulls .....	11½	11 -11½	9 -10	7½- 8
Packer calfskins .....	47½-57½B	45 -55	47½-57½	27½-30
Packer kipskins .....	31 -40	31 -40	31 -37½	21 -25

NOTE: Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

paid prices of 47½-45c might be obtainable for Wisconsin allweights and St. Paul light calf. Some sources think it would take bids at 2½c higher levels or 50c and 47½c to draw out supplies but reports that such prices were bid unsuccessfully this week and that packers might try for a 5c advance.

Northern kip last sold at 37½-40c, the top figure for St. Paul production while overweights brought 32½c. Southern kip and overweights last brought 36-31c. Very little business in small packer skins and market more or less nominal awaiting sales. Some country skins in carload lots have moved, however, calf bringing 21-22c and kip selling at 19c.

It has been several weeks since big packers sold regular slunks and last price paid was \$2.25. Large hairless slunks have been moving around 80c.

#### Horchides Cautious

A few small purchases of horsehides made in occasional trading whenever sellers are able to put offerings on the market. Good northern slaughterer whole hides in good demand and brought \$10.00-10.50 for untrimmed and \$9.00-9.50 for trimmed lots fob. shipping points. Horse tails have been in better de-

mand of late, commanding from \$1.10 up to \$1.25, selected.

Fronts and butts firmer. Good northern fronts range \$6.50-6.75 and 22" up butts at \$3.50-3.75. Some sellers inclined to talk higher.

#### Sheep Pelts Steady

Big packer shearlings and clips barely steady this week. While clips ranged \$2.85-3.00, and No. 1 shearlings at \$2.35-2.50, offerings at the top prices were slow to sell and some business reported at the inside prices. Some business in No. 2 shearlings, however, on steady basis of \$1.70 with some sellers trying for \$1.75; also some No. 3s sold 5c up at \$1.15 but more were offered at that price and some buyers unwilling to reach above \$1.10.

Current production wool pelts quoted at \$4.80-4.90 per cwt. live-weight basis. Production expected to taper off, especially next month when remaining flocks of fed woolled lambs should be marketed.

More spring lamb pelts are being produced, Californias bringing \$2.50-2.60 to pullers while buyers' limits on smaller Texas productions seem to be around \$2.25. A few more full wool dry pelts sold at 28c delivered.

Pickled skins stronger; sales of winter productions reported at \$13.50 for lambs and \$14.00 per dozen for sheep.

#### Dry Sheepskins Mixed

There has been some trading in Argentine shearlings with butcher ¼-½ inch going at 36c per lb. c&f. and frigorifico ¼-½ inch at 50c per lb. c&f. Fair interest in the ¾-1½ inch shearlings with some late sales at \$1.90-1.95 but generally talked higher. This is true of Capes sold to Europe but U. S. buyers ideas considerably less. Late asking prices 30 pence for ¼-½ inch and 36 pence for ¾-1½ inch skins, c&f. Montevideo shearlings also selling to Europe.

Wool sheep markets strong and above pullers ideas here. At the last Australian auctions, Melbourne, sheepskin generally par to two pence higher while at Sydney, 49,000 offered with one to 1½ inch and up two to six pence higher. All others par to three pence higher.

Little change in the hair sheep market. Selling quarters state that shippers at origin have been making relatively few offers here as buyers views are generally under asking prices and they have no difficulty in

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realizing their price in Europe. Various prices said to be heard on Brazil cabrettas due to the exchange conditions there now. Report that some regulars sold at \$11.50 c&f., but most selling quarters claim that they could not obtain offers that low.

### Pickled Skins Strong

New Zealand market continues strong and cables stated that on a tender of 5,000 dozen "Wallacetown" lambs, U. S. paid 109 shillings 10½ pence. Some negotiations said to be pending for North Island lambs. Some late sales of North Island sheep at from 122-125 shillings as to brands while 1,000 dozen South Island "T.B. & S. Belfast" sheep went at 92 shillings. The domestic market also firmer with last prices being refused.

### Reptiles Slow

Little trading reported. 10,000 Madras bark tanned whips, 4 inches up, averaging 4½ inches, 60/40 selection, sold at 55c. Some believe this may be around bottom in view of other offerings of 70/30 selection at 55c and skins averaging 4¾ inches at 59c.

U. P. whips, similar assortment and sizes, held at 57c, entirely out of

line with the market. No interest in cobras and late offers remain unsold. Buyers indicated 27½c for wet salted Agra back cut lizards, 9 inches up, averaging 10 inches, 80/20 selection. Shipper would have accepted this figure if buyer would take some 8 inches up, averaging 9 inches, 80/20, at 24c, but buyer refused and sale did not materialize.

A bid of 33c refused for 10 inches up, averaging 11 inches, 80/20, with 37c asked. Calcutta bark tanned whips, 4 inches up, averaging 4½ inches, 50/50, available at 40c but no interest. Market firm on Malayan ring lizards with shippers again asking \$1.75 for 25 cms. and up, averaging 30 centimeters, 50/50 assortment.

Chameleons nominally quoted at 16c fob. for usual assortment while some 25 centimeters and up sold at 25c fob. Brazil back cut tejus active following slightly lower levels with fair sized sales reported of 20/60/20 assortment at 72-73c fob. Giboias weak and nominal.

### Deerskins Slack

Buyers show little interest and have low set views. Some offers of New Zealand at 85c c&f. and best bids indicated 78c c&f. Brazil 'jacks' selling at 50-53c fob., basis importers,

as to sections. Not many offers and some shippers still trying for higher prices. Some trading in Peruvian 'jacks' at 45c fob.

### Pigskin Lazy

Buyers in Fulton County not showing too much interest. They wait for government contracts and civilian business is in its between-seasons stage. Although slight concessions being granted, shippers generally still have ideas above buyers views. It was reported that some Manaos grey peccaries sold at \$2.30, basis manufacturers.

Peruvian grey peccaries last sold at 10c less. More offers in the market but shippers requesting bids. Some export interest again evident. Shippers hold for last trading levels on Chaco dry carpinchos. Buyers have reduced their ideas and sales difficult to confirm.

No particular change in wet salted capivaras with trading slower as warmer weather approaches. Some Paraguay peccaries held at \$1.90 fob. and also high prices talked for Colombians. Maranhao grey peccaries offered at \$1.40-1.50 fob.

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STARTING MARCH 1953

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COLORING & FATLIQUORING—APRIL 6

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# NEWS QUICKS

*About people and happenings coast to coast*

## Maine

• It is reported that the **Sioux Moccasin Corp.**, Harrison, Me., is planning another outlet for their leather goods and moccasins near Bridgton Village on Route 302, Me.

• The **Sebago Moc Co.**, Westbrook, Maine, has appointed Reilly, Brown and Willard, Inc., Boston, as their advertising and public relations counsel.

## California

• The **Eberhard Tanning Co.**, Santa Clara, Cal., founded in 1848 and believed to be the oldest commercial establishment in the country, is going out of business. The property has been acquired by the University of Santa Clara for expansion of its campus.

## Ohio

• All officers of the **Textileather Corp.**, Toledo, were re-elected at the

firm's annual meeting recently. J. D. Lippmann remains as president and G. H. McGreevy as vice president in charge of sales.

## Pennsylvania

• Plans of the **Barre Slipper Co.**, Wilkes-Barre, Pa., to purchase one of the former Wilkes-Barre Lace Co.'s buildings are nearing completion. The building under consideration contains 27,000 square feet of floor space and would provide employment for about 100 workers. The company makes a line of women's, misses' and children's play shoes, and men's and women's felt slippers.

## New Hampshire

• Over 300 employees of **Hubbard Shoe Co.**'s East Rochester plant have been granted a five percent wage boost and additional insurance benefits retroactive to February 23, 1953, accord-

ing to Pres. Rudolph Moisan of Local 121-A, United Shoe Workers, CIO.

• It is reported that the NLRB in Washington has ordered that the petition for certification of representatives filed by the **International Fur and Leather Workers Union** at United Tanners Inc., Dover, N. H., be dismissed. The union was granted a 15-day extension on April 3 to file non-communist affidavits. Their failure to do so resulted in a rejection of their request to hold elections at the **United Tanners'** plant, it is reported.

• **Imperial Footwear, Inc.**, a new affiliate of the **Weiss-Lawrence Corp.**, manufacturer of moccasins, in Somersworth, N. H., has been formed for the purpose of purchasing the R. B. Ireland Shoe Co., in Dover, it has been announced by officials of the Somersworth concern. The Dover plant will continue to make the same type of women's shoes, it was stated.

## Massachusetts

• **William Henry Shoe Mfg. Co.** of Boston suffered damage estimated at

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For Linings, Bags,  
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MEN'S AND WOMEN'S  
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\$10,000 when fire broke out early on the morning of April 22 on the fourth and fifth floors of the building it occupies on Shawmut Ave., South End. Officials said a spark from a blower ignited leather dust on the roof.

• **J. Greenebaum Tanning Co.** will close its Boston office on June 1, according to Joseph Lanigan, manager. The company recently halted the manufacture of side leathers for the shoe trade. Sole and garment leather distribution will be handled from Greenebaum's Chicago offices.

• Suit of **Louis H. Bergart** of Newton, Mass., against **Joseph P. Levy**, president of John Irving Shoe Corp., Boston, charging use of corporate funds for personal purposes, has been settled by transfer from Levy of 30,000 shares of common stock to the corporation.

• Directors of **Compo Shoe Machinery Corp.**, Boston, have declared the company's 84th consecutive quarterly dividend on common stock. Dividend is 17½ cents per share, payable June 15 to shareholders of record on May 29.

• **M. B. Claff & Sons**, Brockton shoe carton manufacturer, is currently building an addition to its No. 3 plant. Employment and output will be increased upon completion of the unit. C. Lloyd Claff is president and treasurer.

• Trustee's sale in bankruptcy matter of **Bradley Shoe Co.**, Lynn, was held on the premises, April 24.

• **Overseas Commerce Corp.**, New York City hide and skin importer, will open an office at 107 South St., Boston. Robert Ingraham, formerly of the St. Louis firm of Anton and Ingraham, will be in charge.

• It is reported that the machinery and office equipment of the **A & P Wood Heel Co.**, Haverhill, has been purchased by Moses Glotz at a public auction sale conducted by the Internal Revenue Bureau. Sale reportedly ordered for non-payment of assessed taxes.

• **Consolidated Rubber and Plastics Co., Inc.** of Melrose, Mass., has added a line of cellular type composition soling to its list of products. Called "Cell-O-Pex," the soling features light weight, high abrasive resistance and firmness. Consolidated is displaying its cork and rubber platform materials, composition soling and clicker pads in Room 1126 of the Ho-



tel New Yorker during the Popular Price Shoe Show.

### New York

• About 50 employees of the **United Shoe Machinery Corp.**'s die plant in Binghamton, N. Y., are on strike to enforce demands for a 15 cents an hour wage boost. The company is said to have offered an increase of 5 cents an hour. The vote was 40 to 5 among members of the Shoe Machinery Workers Union, AFL, Local 24775.

• **The Melville Shoe Corp.** reports that retail sales for the five weeks ended March 28 were \$9,338,298; an increase of 73.4% over sales of \$5,384,821 in the corresponding period last year. Sales for the first three months were up 53.3% over last year.

• **G. R. Kinney, Inc.**, declared a 5% stock dividend and a regular quarterly cash dividend of 35 cents on the common, both payable June 25 to stock of record June 9.

• A creditors' meeting reportedly called for April 27 by **Step-Lite Footwear, Inc.**, Richmond Hill, Long Island. This concern manufactures women's and misses' slip-lasted shoes.

• The strike of **CIO United Shoe Workers** against New York stitch-down manufacturers has ended. The union and management agreed on a new contract which, among other things, provides for a 5 cent increase in the hourly pay of workers earning less than \$1.50 an hour. The pact also provides for new vacation schedules.

• **Lou Ash Handbags, Inc.**, N. Y. C., has filed for a bankruptcy petition in a N. Y. court under Chapter XI of the Chandler Act. The firm lists \$36,603 in liabilities, and \$12,524 as assets. It proposes a settlement of ten percent.

• A free course in juvenile footwear fitting has been offered to men and women employed in the retail shoe industry. The course, given under the auspices of the **N. Y. Board of Education's Evening Trade School Program**, will begin May 12. The Juvenile Shoe Guild, N. Y. children's shoe retailers' trade group, aided in the preparation of the course.

• Officials of the **Desco Shoe Corp.** are observing the fifteenth anniversary of the firm this month. The concern maintains headquarters in Long Island City, N. Y., and factories in Exeter, Pa., and Webster, Mass. Fred J. Diamant is president of the firm.

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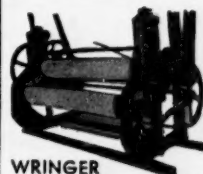
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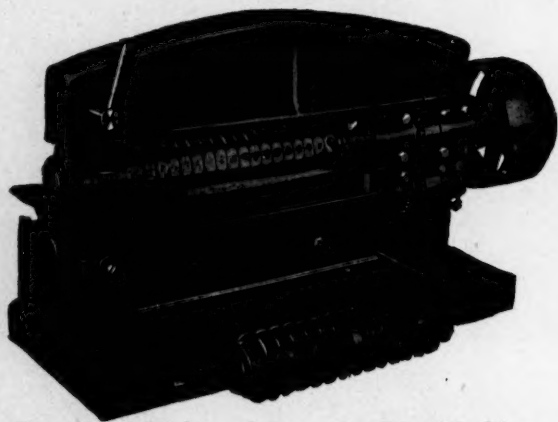
THE only successful press that prepares Sole Leather for drum Sole Leather tanning, extracting and oiling.

Also prepares both bark and chrome tanned sides and whole hides for the skiving and splitting machine.

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## Deaths

### Fred D. Palmer

... shoe manufacturer, died April 23 at his home in Venice, Cal. Surviving are a son, Earl; his mother, Mrs. Alice Palmer, and two brothers.

### Herman Kaufmann

... 58, hide and skin executive, died suddenly while on a business trip in Asheville, North Carolina. He represented Herman Hollander, Inc., New York City hide and skin concern.

### Isidore Rosenberg

... 55, prominent union official, died April 24 in Doctors Hospital, N. Y., after an illness of several months. Rosenberg, recently re-elected to his position as manager of Joint Council 13, United Shoe Workers, CIO, by an overwhelming majority, had been in the shoe industry for 27 years and manager of the joint council since 1937. In 1947 Rosenberg began a campaign to rid the shoe union of Communists among its leaders, a campaign that has been successfully waged during the past few months. He directed the affairs of 11,000 workers in eight locals in the metropolitan area.

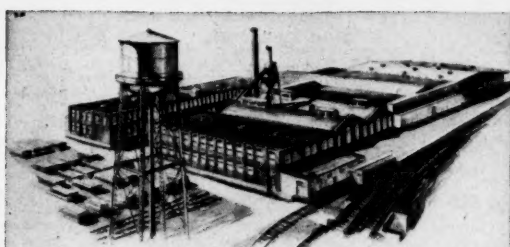
Rosenberg came to this country at the age of 15 from Poland and was largely self-educated. He leaves his widow and two sons, Daniel and Leonard.

### George W. Bliss

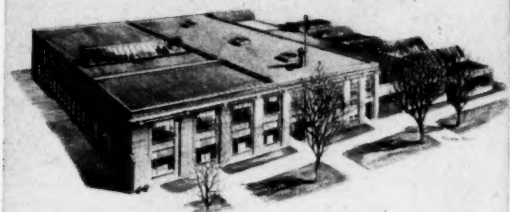
... 84, former leather buyer, died recently at his home in Halifax, Mass. A native of Taunton, he lived for 35 years in Lynn prior to his retirement 30 years ago. Bliss leaves his wife and two daughters.

### Edwin A. Langmuir

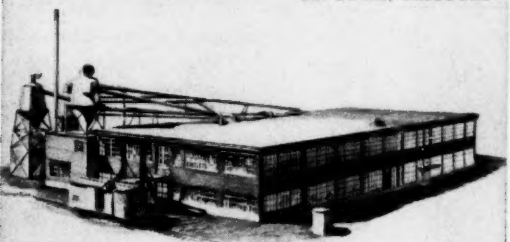
... leather goods executive, died April 19 at Toronto General Hospital, Ontario, Canada. Managing director of Julian Sole Leather Goods Co., Langmuir was also a director of M. Langmuir Mfg. Co. He was active in the leather industry for 60 years.



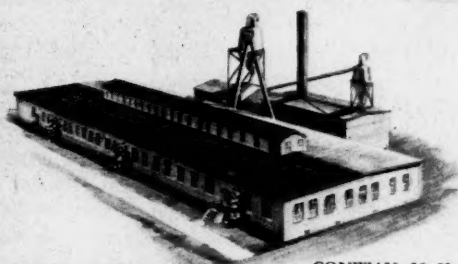
ERVING, MASSACHUSETTS



ST. LOUIS, MISSOURI

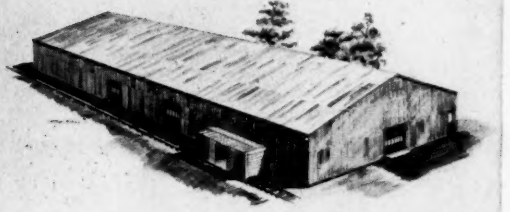


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range count on Mears wood heel blocks  
for dependability of performance.

**FRED W. MEARS  
HEEL COMPANY, INC.**

General Offices: 2 South Broadway,  
Lawrence, Mass.



## WINTER FOOTWEAR

(Concluded from Page 10)

The ever-present element of chance is always minimized if these three factors are present. If the fashion is true in the dynamic sense of the word, if it has reason for existing, and if it is properly promoted, the chances are slight that it won't eventually click.

The fact that American women have taken to the pixie-type low boot casual mentioned before proves that there is a need and demand for cold weather shoes now.

### Time Is Right

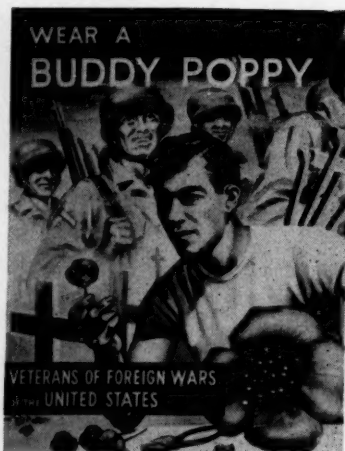
This would be a good time to introduce such dress fashions. The hemline has levelled off, after rising to startling heights and then falling to bottomless depths, to a happy medium ranging midway between the knee and center calf portion of the leg.

Happily, this condition adds a graceful, feminine note to women's ready-to-wear. An elegant, ankle-high shoe with sweeping, curving, swirling lines, fits perfectly into this picture. Granted, it's a bit heavier than the accepted shoes of today—but lightened constructions and lighter materials minimize this disadvantage. Also, the fact that these can often be worn instead of some kind of protective covering plus the wisps of shoes popular today, stands in their favor.

Also, it is fairly widely accepted that the ankle is the prettiest part of the female leg. Cover this up slightly and you have a sex appeal factor on which the ladies of the good ole days used to capitalize. A brief glimpse or peek at a pretty part of the female leg used to turn

the heads of the ardent young swains back in those days.

The creative talent of American shoe designers can be put to good use in originating a completely new concept in American dress footwear. Horizons stretch unlimited wherein imaginative stylists can create dis-



tinctly new and fresh ideas for this wide-open field.

The designs accompanying this article just begin to tap the styling potentialities of this field. And each represents the practical in shoemaking while presenting the startling in fashion.

It is inevitable that the question of "practicability" will arise regarding an innovation such as cold-weather footwear fashions. But there is no style which doesn't have to face up to this challenge.

When low-cut women's shoes entered the picture around World War 1, the women's shoe fashion industry was a bit dismayed, and many producers gave the low-cut shoe no chance because of its "impracticability." The introduction of pastels and multicolors in the Thirties as a summer line was at first regarded as an impudent novelty due for short life.

Virtually every important new shoe fashion theme—especially the more "radical" ones—faces this same obstacle. Needless to say, many nevertheless succeed in breaking the barrier.

### A Missing Season

But the realistic facts show that the shoe industry is a three-season business. There is a "missing" season. The clothing industry cashes in on that fourth season—winter. Women's footwear is closely linked to women's apparel. The latter is woven into the winter season. Why not shoes? If footwear follows apparel fashions and apparel seasons, why has it not followed the fourth season as it has the other three?

There is another very potent point leaning favorably toward cold-weather footwear fashions. The idea itself has enormous dramatic appeal. It has a powerful promotional value, "sell" and merchandising appeal. The shoe retailers' perennial cry, "Give us something different," may find a good piece of its answer in this new type of shoe and sales theme. Before you can promote with enthusiasm you need a product with fresh theme and appeal. This could well be it to fill the sales lull of the winter months.



# CHARMOOZ

## THE PERFECT SUEDE LEATHER

BLACK AND COLORS

### AMALGAMATED LEATHER CO'S. INC.

WILMINGTON 99, DELAWARE

## WHO'S THE BOSS—YOU OR THE STITCH?

When stitching is costly, irregular in quality and performance, the stitch is boss over you. Turn the tables and scientifically control that work by adopting

**"CONTROLLED STITCHING"**

**AJAX MACHINE CO.**

**170 Summer St., Boston, Mass.**

**Call Liberty 2-8684**

**Catalog on Request**



## CLASSIFIED ADVERTISING

### Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Monday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

**THE RUMPF PUBLISHING CO.**  
300 W. Adams St. Chicago 6

### Partnership Available

INDIVIDUAL OR COMPANY to invest \$25,000 for full partnership in an organized operating factory upper New York State producing successful popular price item in slipper and playshoe line. Must be able to completely manage this factory with thorough knowledge of cement process and fitting room. This individual must have excellent background in factory management for \$3.00 line playshoes and hard sole slippers. Excellent unusual opportunity for right person. Top notch sales, designing and office staff already operating in New York. The company seeking this individual has been manufacturing allied shoe item for over 25 years and enjoys superb reputation for integrity and success. Desires the right top-grade person to be fully responsible for upstate plant on equal partnership basis. Address E-5, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Help Wanted

#### Foreman

OPENING for experienced young man to take over Foremanship of Cutting Room with live wire concern. Attractive arrangement by established company. Write full details on age, experience, and salary expected. Address E-2, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

#### Shoe Fitter

WANTED: Shoe fitter experienced on fine machine work of upper restyling, fitting and pattern work on ladies' and men's shoes. Kansas City, Mo., location. Excellent opportunity—steady work. Vacation and insurance benefits. Address C-20, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

(Other Want Ads on Page 38)

### Wanted and For Sale

#### Cash Buyers of All Grades of Animal Hair

Horse and Cattle Tails  
Horse and Cattle Tail Hair  
Mane Hair — Hog Hair

**KAISER-REISMANN CORP.**

230 Java St., Brooklyn 22, N. Y.

Telephone: EVergreen 9-1032-3

#### PROPOSALS FOR MATERIAL, ETC.

U. S. Government Printing Office,  
Washington, D. C., April 13, 1953

Sealed proposals will be received at this office until 10 o'clock a.m., May 11, 1953, E.S.T., for furnishing Leather, Book Cloth, Gold Leaf, and other material for the public printing and binding to the Government Printing Office during the term of 6 months beginning July 1, 1953. The right to reject any and all bids and to waive defects is reserved. Detailed schedules of the materials, etc., required, accompanied by blank proposals and giving the regulations with which bidders must comply, may be obtained by addressing

P. L. COLE,  
Acting Public Printer

### Blue Splits for Sale

TRIMMED AND SORTED for weight and grade. Large quantities. Steady supply. Tell us what you are making and we will furnish a suitable selection. Address E-1, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Agents Wanted

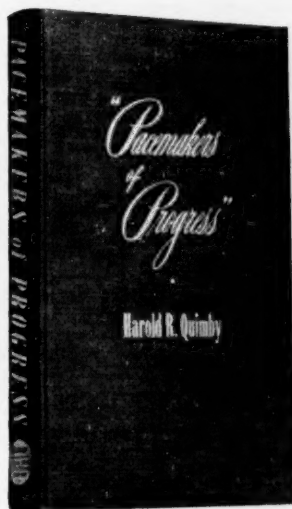
WELL ESTABLISHED manufacturer wants reliable agents who are looking for a quality item to add to their present line of shoe findings. Straight commission basis. State lines now handling. All territories open. Address E-3, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Shoe Store—Rooms

ESTABLISHED 70 years; small town; sales \$30,000 year; open 5½ days; large clean stock; 5-room suite; rent \$125; lease; A-1 franchises; price \$21,000.  
APPLE CO. BROKERS CLEVELAND, O.

### For Sale

ONE USMC. Model F, edge trimmer  
ONE USMC. Model L, rotary setting machine  
Good condition—reasonably priced.  
Address E-8,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.



There is no other book like it... it will make any shoe selling job more interesting, more productive.

Order a copy today!

## If You Sell Shoes, Get This Book!

If you're a veteran or a newcomer, if you are a traveler, a jobber, a retailer—if you sell shoes, get this book.

It will freshen your interest, enlarge your knowledge, spark you to bigger sales, bigger earnings. It's the book that will give you more authentic information on the sales side of shoe business than anything else you can own. It will give you brilliant conversation and information pieces, help you to help your customers.

It's written in the kind of language salesmen like. No double-talk, just straightaway facts presented like an

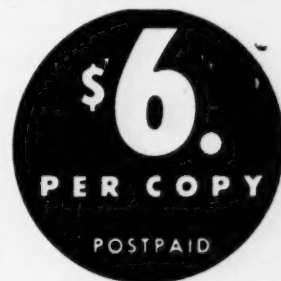
article in a magazine. A "background" book you'll keep with you all the time. Splashed with illustrations that will give you thoughts in a minute, but detailed enough that it leaves no questions unanswered.

It's so good for salesmen, you'll want to give it to any one who sells shoes, and you'll want your own copy with you every minute. Order that copy now. Send check or money order for \$6.00. You'll be glad you did.

**RUMPF PUBLISHING CO.**

300 W. Adams Street

Chicago 6, Illinois



## Help Wanted

### Cutting Room Man

WANTED: Cutting Room Man for sound operation. Good salary for right man. Write confidentially. Give references, age, present salary, etc.

Address E-4,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

### Experienced Blacking Salesman

TO COVER SOUTH SHORE TERRITORY (MASS.) for reputable shoe chemical house. Must have knowledge of packing and finishing rooms conditions. Please give complete details in letter.

C. F. JAMESON & CO., INC.  
218 River Street,  
Haverhill, Mass.

### Foreman or Forelady

FOREMAN OR FORELADY wanted by going concern for supervising modern systematized Stitching Room. Good conditions. Good salary. Write fully and state age, family status, present salary, and resume of experience. Address E-6, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Lasting Room Foreman

LASTING ROOM FOREMAN for Mid-western manufacturer of women's high grade welts. State past experience, age, and salary expected, also date of availability. All information kept strictly confidential. Address D-11, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.



Shall we flip a coin to see who studies this year? . . . and learns about Salem Oil & Grease Company's 7 ways to help make better leather with effective fatliquors.

SPECIAL MACHINERY FOR  
**WELTING** For Over 50 Years  
**RANDS**  
**HEELS**

THOMAS BOSTOCK & SONS  
BROCKTON, MASS.

### Stitching Room Foreman

STITCHING ROOM FOREMAN wanted by established manufacturer. Excellent salary. Good Community. If you are seeking a change it may pay you to write now. Information will be treated confidential. Give background, including age, salary, etc. Address E-9, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

## Situations Wanted

### Making Room Foreman

MAN with long experience who knows Compo and California construction problems thoroughly seeks new opening. Can get out the shoes and train help. Apply Box R-2, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

### Upper Leather Salesman

NEW ENGLAND territory. This man knows personnel and requirements of entire territory and seeks connection on either salary or commission basis with tanner of good repute. Address Box R-3, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

### Sales Demonstrator

YOUNG MAN, with 7 years experience in tannery (soak through finish), desires position as Sales Demonstrator. Will consider position in tannery. Willing to relocate.

Address D-12,  
c/o Leather and Shoes,  
300 W. Adams St.,  
Chicago 6, Ill.

### Splitting Machine Operator

SPLITTING MACHINE OPERATOR in Canada desires a change. Has many years of operating experience. Would prefer either dry splitting or splitting in the blue. Has good record and background with good references. Address E-7, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

(Other Want Ads on Page 37)

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- SPRUCE EXTRACT  
IIIIII
  - POWDERED SUPER SPRUCE  
IIIIII
  - LACTANX  
IIIIII

**ROBESON**  
PROCESS COMPANY

GENERAL OFFICES  
500 Fifth Avenue  
New York 16, N. Y.

OPERATING PLANT AT  
Erie, Pa.

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**ORMOND**  
Roller-Non Roller  
Steel or Brass Base  
Gracetal lines Smooth metal work  
Fine finishes Formed tongues

Gilt Bronze  
Nickel • Gunmetal • Colors  
Representative in all centers

Complete **Ormond** Write for  
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**TEN MINUTES SPENT HERE**

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**WHEN YOU ATTEND**

**POPULAR PRICE SHOE SHOW**

**WILL PAY YOU DIVIDENDS\***

**ROOM 1264  
NEW YORKER  
HOTEL**

\* You'll see Respro's complete line of smart-looking, long-wearing fabricated linings and reinforcing materials.



*What you'll see*

*Why you should see it*

**TUFSTA®**

The original, non-woven, non-fray cotton base reinforcing material. Gives added strength wherever a pattern has a weak spot. Far superior to paper imitations. Easy to work with.

**TUFSTA  
DOUBLER**

Adds plumpness to lighter leathers. Gives right body for stitching. Won't shrink — prevents wrinkling when lasts are pulled. Water resistant, yet it "breathes".

**RESPROID®  
1000**

Our finest Socklining and Heel Pad material. Combines famous Tufsta base with abrasion and crack-resisting Vinyl surface. Rapidly taking place of pyroxylin-coated materials because it costs so little more, yet cuts returns way down. No cloth weave to show — edges can't fray.

**RESPROID®  
1235  
and 1300**

Our best Vamp and Quarterlining material. Fabric base especially treated with rubber and coated with Vinyl. Won't fray — resists peeling, cracking, wear.

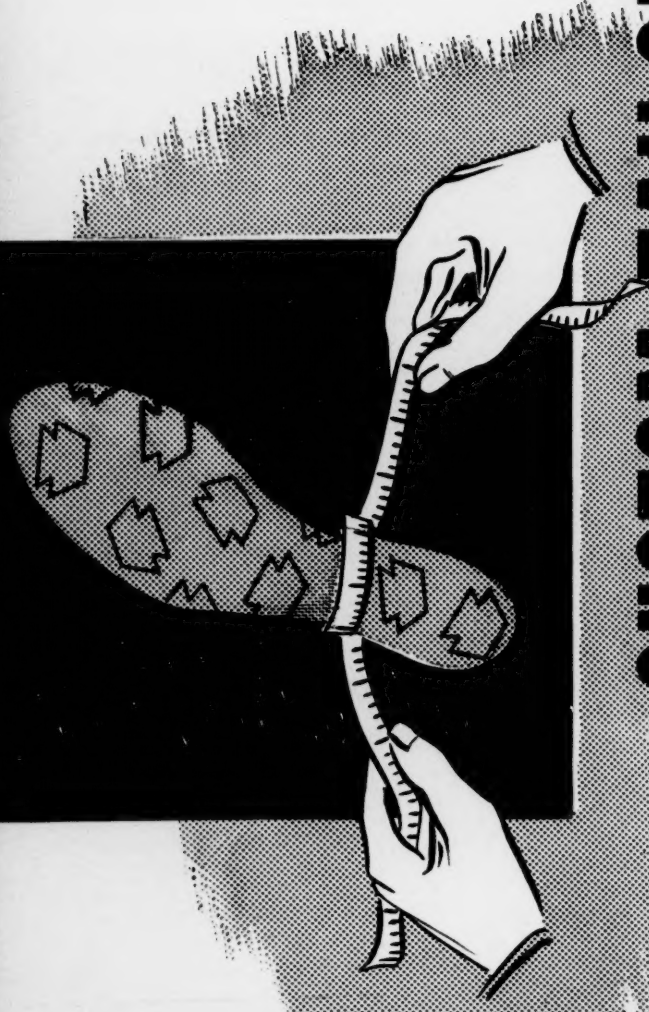
**DURAKALF®**

Popular price Vamp and Quarterlining material with good resistance to wear. Looks and wears like real leather.

**RESKID  
RESKRAF® and  
TUFLEX®**

Low cost pyroxylin-coated Heel Pad and Socklining materials that are still popular for low price shoes.

**Send for FREE Samples!**



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